EXHIBIT 22

Message
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From:	Dave Steinberger [dave.steinberger@advertiserperceptions.com]
Sent:	4/30/2018 6:51:38 PM
To:	Alex Shellhammer [ashellhammer@google.com]
CC:	Kevin Mannion [kevin.mannion@advertiserperceptions.com]; Yamini Gupta [yaminigupta@google.com]; Gabe Bender [benderg@google.com]; Barbara Leung [barbara.leung@advertiserperceptions.com]
Subject:	Re: SSP Report update
Attachments:	2018 SSP for Google 001.pdf

Hi Alex,

As requested, attached you'll find the SSP research we recently presented to Gabe. To summarize the key findings:

Competitive landscape

- Surprising to see Yahoo/Brightroll's leadership across the funnel metrics
  - Publishers are the most familiar with Yahoo/BrightRoll, above Google
  - Past SSP usage: Yahoo sizeable lead over others, including DoubleClick
  - 2018 consideration: Yahoo ahead of Google and others, but many are in the race
  - 2018 intention: DoubleClick among tight pack of leaders
  - If publishers could choose only 1 SSP, Yahoo would lead Google

DoubleClick Ad Exchange vs. other SSPs

- Among market and business selection criteria, PMP capabilities are the most important
  - DoubleClick trailing in all key criteria
  - DoubleClick average in auctions, leading in brand momentum
  - Not surprisingly, DoubleClick trails in sub-syndication
- What tech criteria are key to driving intention? 3rd party integration and ad placement auditing tools
  - DoubleClick in tight race for lead in 3rd party integrations
- Among technology criteria, publishers care most about measuring creative across devices, reporting, and KPI analytics
  - Google typically seen as a leader in campaign analytics & measurement, DoubleClick uncharacteristically trails in all reporting/analytics criteria

As Kevin mentioned, moving forward we're going to rebalance the respondent pool to prioritize on publishers with revenue or ad/sales operations responsibilities. There will be other adjustments as well and we may reach out for input as we continue the fine-tuning for the next wave of our SSP report.

Best,
Dave

On Mon, Apr 30, 2018 at 9:03 AM, Alex Shellhammer <ashellhammer@google.com> wrote:
> +Yamini
>
> Hi Kevin,

GOOG-AT-MDL-B-004577166

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Thank you for the update, and I'm I wish I could have made the meeting. I got caught up in an urgent project.

Is there any way I could see a summary of the findings of the initial wave. I understand that you want to recalibrate the respondent list, but I'd be interested to see the results.

Thanks again,
Alex

| Alex Shellhammer | Product Marketing Manager | ashellhammer@google.com | 212-565-5565 |

On Tue, Apr 24, 2018 at 2:12 PM, Kevin Mannion <kevin.mannion@advertiserperceptions.com> wrote:
Hi Gabe, Alex,

When we met with Gabe, we noticed a few surprising findings (the prominence of Yahoo for Publishers, for example). Based feedback from you and other clients and on our analysis of the SSP findings, we see a need to recalibrate our respondent profile for the SSP Report. We believe we over-indexed on marketers and under-indexed on ops at the publishers we surveyed. The right mix going forward will be balanced between publishers with revenue or ops responsibilities.

We will look at the current wave of SSP as a preliminary set of findings and the June wave as our official Wave 1. Good news for you: you will have full access to the new wave 1 and the December wave 3.

We are therefore offering you and our other clients a gratis wave. No one asked us to do this, but, as our goal is to provide fully actionable insights, we see a need to make adjustments to deliver on that promise. Let us know your thoughts!

Best,
Kevin

Kevin Mannion
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SSP Report, Wave 1

Part of the Programmatic Intelligence Report

1H 2018

Advertiser Perceptions

What Advertisers Think™

The More You Know
The Stronger Your Brand
The More You'll Sell™

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Methodology and respondent profile

Programmatic
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Supply Side Platforms

Representing Top 500 U.S. Websites	Leading Site Categories	700+ Key Decision Makers

USA TODAY The New York Times

ebay cafe media yelp

meredith BuzzFeed HEARST

The Weather Channel CBS Interactive WSJ

tripadvisor CONDÉ NAST

DISNEP Vox Expedia

NBCUniversal BUSINESS INSIDER

The Washington Post ESPN Turner

Walmart WebMD VICE

- Apparel
- Auto
- Beauty/toiletries
- Business
- Culture
- Directory
- Finance
- Food
- Health and/or fitness
- How-to/Informational
- Local
- Movies/Mass Entertainment
- News
- Political
- Print-associated/legacy
- Real estate
- Retail
- Social
- Sports
- Travel
- TV-associated
- Weather

- Sample: Digital Publisher contacts from The Advertiser Perceptions Media Decision Maker Database and third-party databases as needed.
- Main Qualification: Work for a digital publisher and involved in the selling of programmatic ad inventory.
- Fielded: January 2018
- Incentives include cash & data

Respondents totals:
- N=165 SSP Report

Ranging in title:
- 30% Executive
- 42% Marketing
- 19% Sales
- 8% Operations

Average Unique Monthly Visitors:
- 21.9 Million

Advertiser Perceptions 2

GOOG-AT-MDL-B-004577169

Respondent profile by website visitation

Number of Unique Visitors Received Across Digital Properties in the Last Month	
3 MM to 5 MM	13%
5 MM to 10 MM	27%
10 MM to 20 MM	16%
20 MM to 40 MM	27%
40 MM+	17%
Mean	21.9 MM

	Unique Monthly Visitors	
	3 million to less than 15 million	15 million or more
Department / Job Title		
Executive (CEO, CFO, COO, CTO)	39%	22%
Marketing (CMO to Manager)	35%	48%
Sales (CRO to Manager)	15%	24%
Operations (COO to Manager)	11%	6%
Sell-Side Advertising Experience		
Average # of Years	8.7	9.8
Programmatic Experience		
Average # of Years	3.8	4.3
Allocate Inventory to SSPs		
	100%	100%

Q: Approximately how many unique visitors did you receive across your digital properties in the last month?
Base: Total Digital Publisher Respondents

Advertiser Perceptions 3

GOOG-AT-MDL-B-004577170

Nearly half the publishers see themselves as leaders in programmatic

Company's Programmatic Usage and Embrace

Leader in establishing programmatic capabilities for advertisers   **44%**

Committed to allocating inventory and resources as market opportunities and demands dictate   **41%**

Beginner in programmatic and exploring the benefits and challenges   9%

Minimal, with no expectation to shift more resources or inventory toward programmatic   7%

Q: As a publisher, how would you describe your company's embrace of programmatic?
Base: Total Digital Publisher Respondents

Advertiser Perceptions   4

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Supply Side Platforms

GOOG-AT-MDL-B-004577171

Marketplace Overview

GOOG-AT-MDL-B-004577172

Publishers see their inventory shifting to 60% programmatic

Programmatic and Direct Ad Inventory Allocation
Average Percent
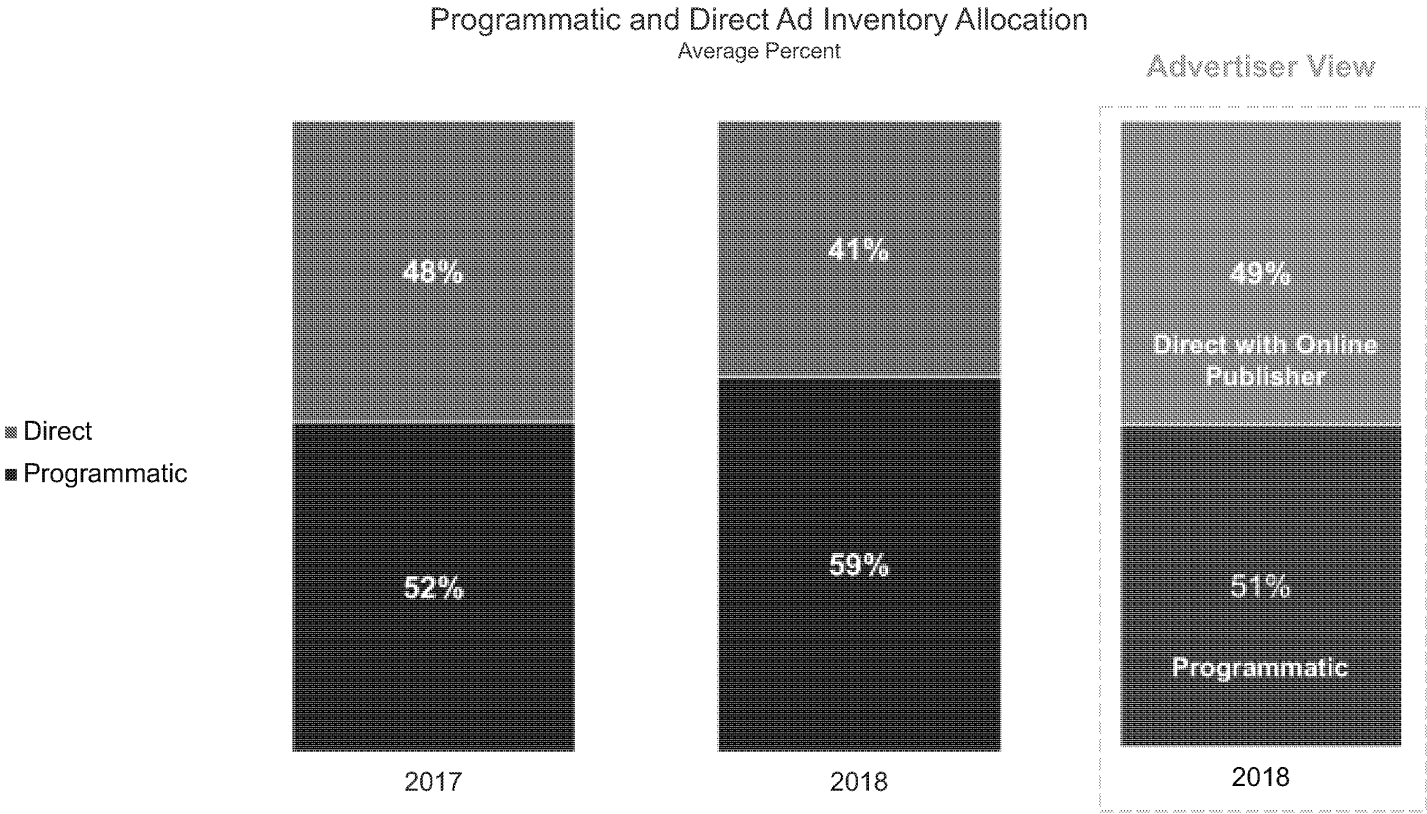
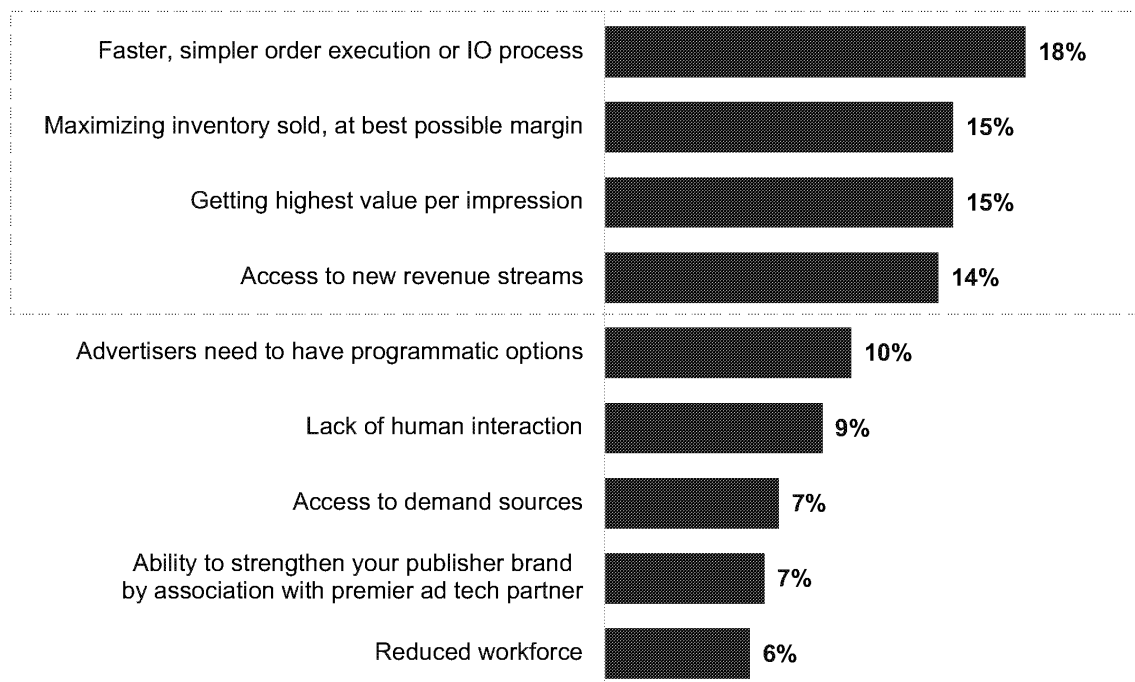Q: What percent of your digital/mobile ad inventory went to each last year (2016)? How much are you currently allocating to each this year (2017)? How do you expect your inventory to be allocated next year (2018)?
Base: Total Digital Publisher Respondents

Advertiser Perceptions   6

GOOG-AT-MDL-B-004577173

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What's the promise of programmatic?
Efficiency, improving margins, new revenue streams

Top Issues Programmatic Helps Solve for Publishers
Percent of Respondents *Ranking* #1

Faster, simpler order execution or IO process	18%
Maximizing inventory sold, at best possible margin	15%
Getting highest value per impression	15%
Access to new revenue streams	14%
Advertisers need to have programmatic options	10%
Lack of human interaction	9%
Access to demand sources	7%
Ability to strengthen your publisher brand by association with premier ad tech partner	7%
Reduced workforce	6%

Q: Please rank the top three issues that programmatic helps solve for publishers.
Base: Total Digital Publisher Respondents

Advertiser Perceptions   7

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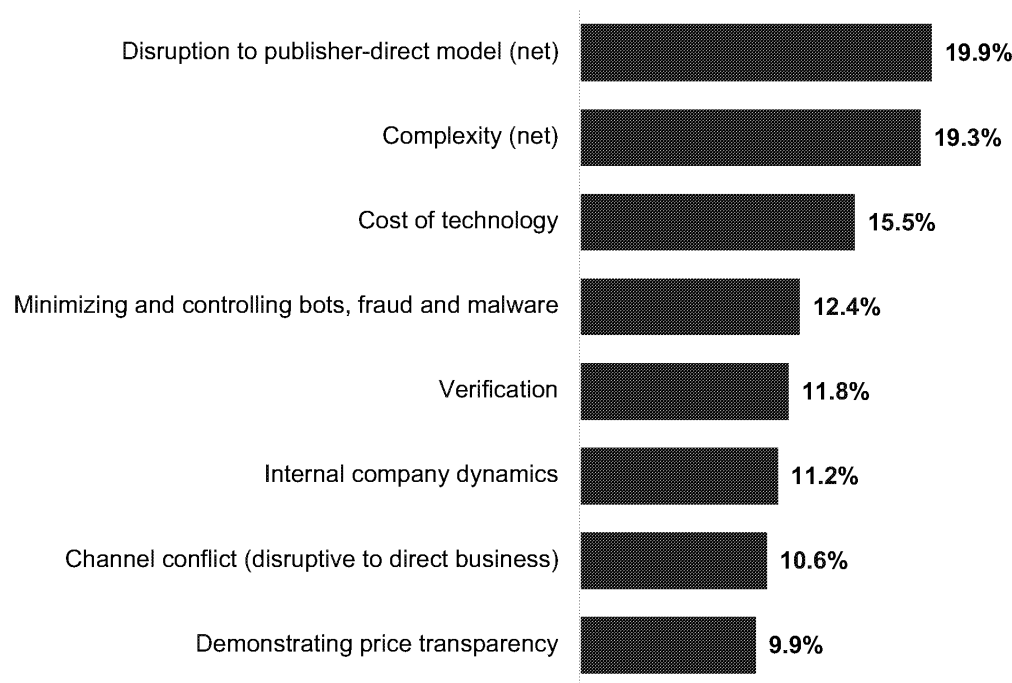Supply Side Platforms

GOOG-AT-MDL-B-004577174

Roadblocks? Disruption to legacy publisher model, complexity

Top Three Factors Limiting an Even Greater Share of Inventory Allocation toward Programmatic:
Percent of Respondents *Ranking* #1

Factor	Percent
Disruption to publisher-direct model (net)	19.9%
Complexity (net)	19.3%
Cost of technology	15.5%
Minimizing and controlling bots, fraud and malware	12.4%
Verification	11.8%
Internal company dynamics	11.2%
Channel conflict (disruptive to direct business)	10.6%
Demonstrating price transparency	9.9%

Disruption to publisher-direct model (net) is comprised of:

- Diminishing publisher margins on impressions sold
- Channel conflict (disruptive to direct business)

Complexity (net) is comprised of:
- Complexity of technology
- Requires talent and knowledge to get it off the ground

Q: Please rank the top three factors that limit an even greater share of your inventory allocation toward programmatic.
Base: Total Digital Publisher Respondents

Advertiser Perceptions 8

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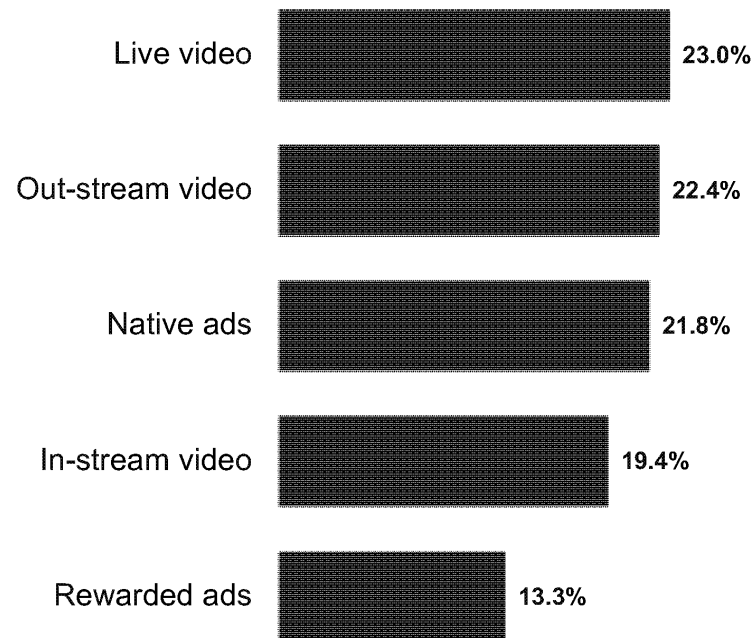Supply Side Platforms

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GOOG-AT-MDL-B-004577175

Most important ad formats SSPs need to support: video streaming variations and native

Ad Formats in Order of Importance for SSP to Support
Percent of Respondents *Ranking* #1

Live video — 23.0%

Out-stream video — 22.4%

Native ads — 21.8%

In-stream video — 19.4%

Rewarded ads — 13.3%

Q: How would you rank the following ad formats in order of importance for your SSP to support?
Base: Total Digital Publisher Respondents

Advertiser Perceptions 9

GOOG-AT-MDL-B-004577176

How can SSPs make the ad world a (brand) safer place?

Importance of SSP Providing Brand Safety Features
Percent of Respondents *Rating 5 "Very Important"*

Rank	Safety Features	Rating 5 "Very Important"
1	Prevents counterfeit inventory by using ads.txt	55%
2	Enables you to adhere to the Coalition for Better Ads, Better Ads Standards	54%
3	Technology to block botnet or other fraudulent traffic	52%
4	Ability to troubleshoot bad ads on your account	48%
5	Technology for publishers to block sensitive categories of ads (e.g. Alcohol, Pharma, COPPA, etc.)	46%
6	Supports AMP ads	41%

Q: How important is it that your SSP provide the following brand safety features? (1-Not at all Important, 5-Very Important)
Base: Total Digital Publisher Respondents

Advertiser Perceptions 10

GOOG-AT-MDL-B-004577177

Header Bidding

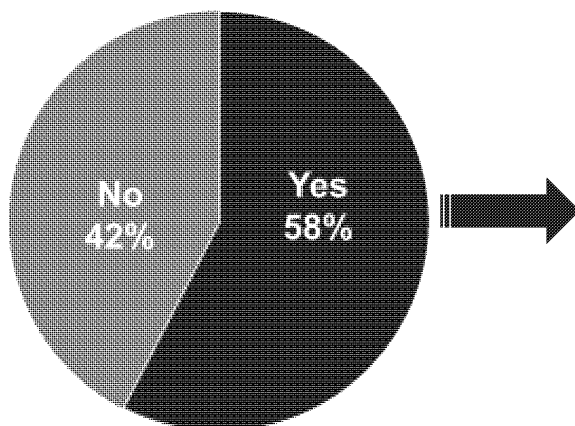Advertiser Perceptions

Demand-side view of header bidding: most are familiar, see it it as a benefit
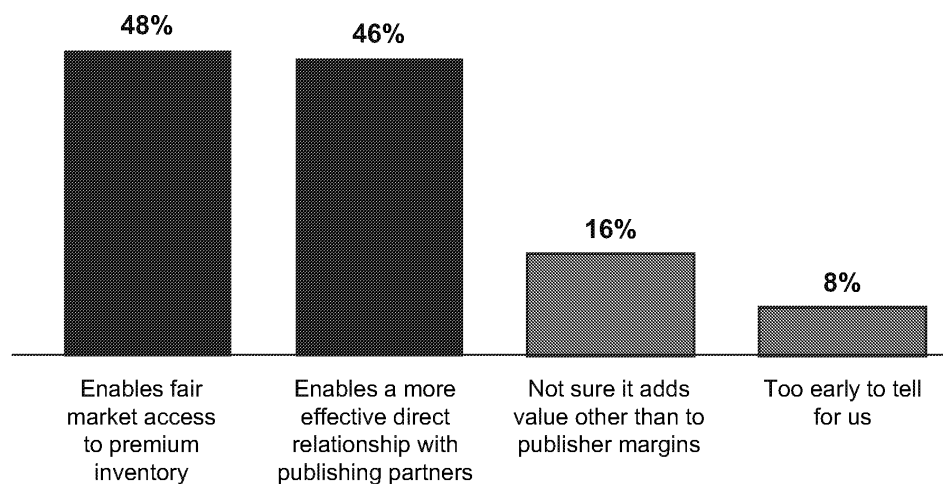
Are you familiar with header bidding?
Percent of Respondents (Buyers)

What is the value of header bidding for your advertising campaigns?
Percent of Respondents (Buyers) Familiar with Header Bidding

No 42%

Yes 58%

48%	46%	16%	8%
Enables fair market access to premium inventory	Enables a more effective direct relationship with publishing partners	Not sure it adds value other than to publisher margins	Too early to tell for us

Q: Are you familiar with header bidding?
Base: Total Programmatic Respondents
Q: What is the value of header bidding for your advertising campaigns?
Base: Familiar With Header Bidding
Source: Programmatic Intelligence Report Wave 4 – DSP and DMP Reports

Advertiser Perceptions 12

GOOG-AT-MDL-B-004577179

Nearly 3 of 4 publishers have implemented header bidding
The rest are exploring it

Usage of Header Bidding
Percent of Respondents

Fully embraced: 34%

Early stages: 35%

Exploring: 22%

Not personally involved but focus for our company 5%
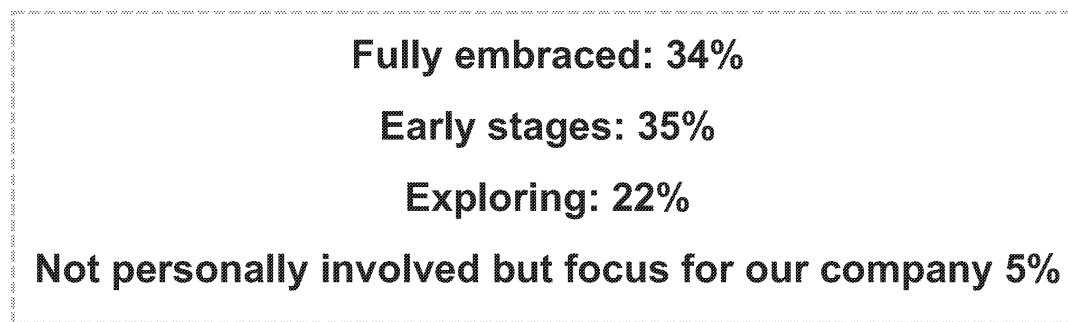
5% not involved, not a focus

Header Bidding
is defined as an advanced programmatic technique wherein publishers offer inventory to multiple ad exchanges simultaneously before making calls to their ad servers.

Q: Which of the following statements best applies to your usage of header bidding?
Base: Total Digital Publisher Respondents

Advertiser Perceptions 13

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GOOG-AT-MDL-B-004577180

Private marketplace deals seen as the strongest growth area

Growth Areas of SSP or Ad Server
Percent of Respondents

Programmatic direct/PMP deals	37%
Header bidding	23%
New formats	21%
Direct	12%
Auction changes	7%

Q: In the next few years, in which of the following areas do you think your SSP or Ad Server will see the most growth?
Base: Total Digital Publisher Respondents

Advertiser Perceptions 14

GOOG-AT-MDL-B-004577181

Majority of publishers using a combination waterfall and header bidding approach

Inventory Selling to SSPs, Ad Networks and Exchanges
Percent of Respondents

Not sure
2%

Waterfall
approach
21%

Header
bidding
24%

Combination of
both
53%
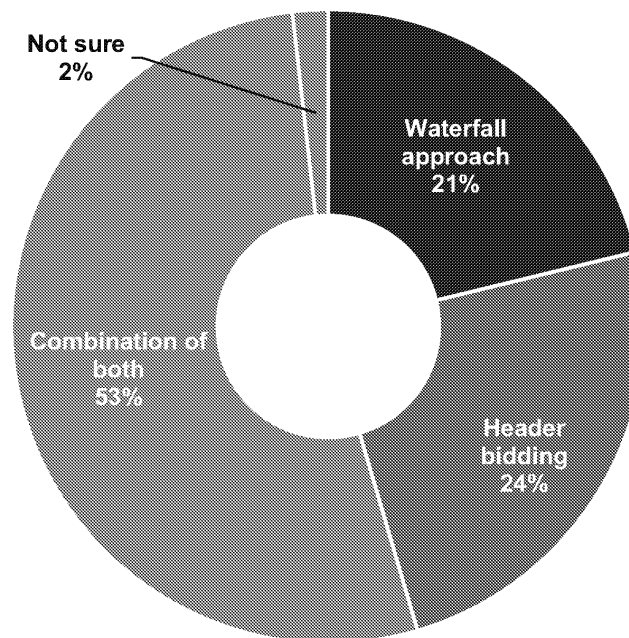
Q: How is your inventory sold to SSPs, ad networks and exchanges?
Base: Total Digital Publisher Respondents

Advertiser Perceptions 15

GOOG-AT-MDL-B-004577182
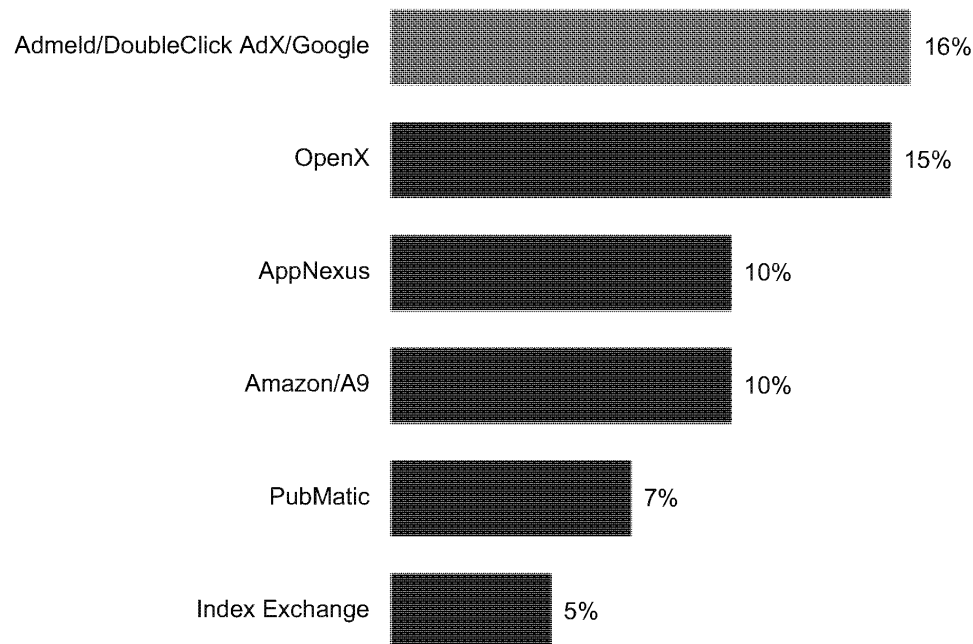
Google/Admeld and OpenX considered to be the leaders in header bidding

SSPs Considered Leaders in Header Bidding
Percent of Respondents (Verbatim Responses)

SSP	Percent
Admeld/DoubleClick AdX/Google	16%
OpenX	15%
AppNexus	10%
Amazon/A9	10%
PubMatic	7%
Index Exchange	5%

Q: Which SSPs do you consider to be leaders and partners when it comes to header bidding?
Base: Total Digital Publisher Respondents

Advertiser Perceptions 16

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GOOG-AT-MDL-B-004577183

Competitive Landscape

Surprise? Publishers are the most familiar with Yahoo, more so than Google

Familiarity with Supply Side Platforms

Percent of Respondents Rating 10 on a 10-Point Scale

Rank	Platform	Percent
1	YAHOO! FOR PUBLISHERS	36%
2	DoubleClick Ad Exchange	25%
2	OpenX	25%
2	AppNexus	25%
5	rubicon	24%
	Category Average	21%
6	mopub	19%
6	PubMatic	19%
8	A9	16%
8	INDEX EXCHANGE	16%
10	① by Aol.	15%
11	telaria	14%
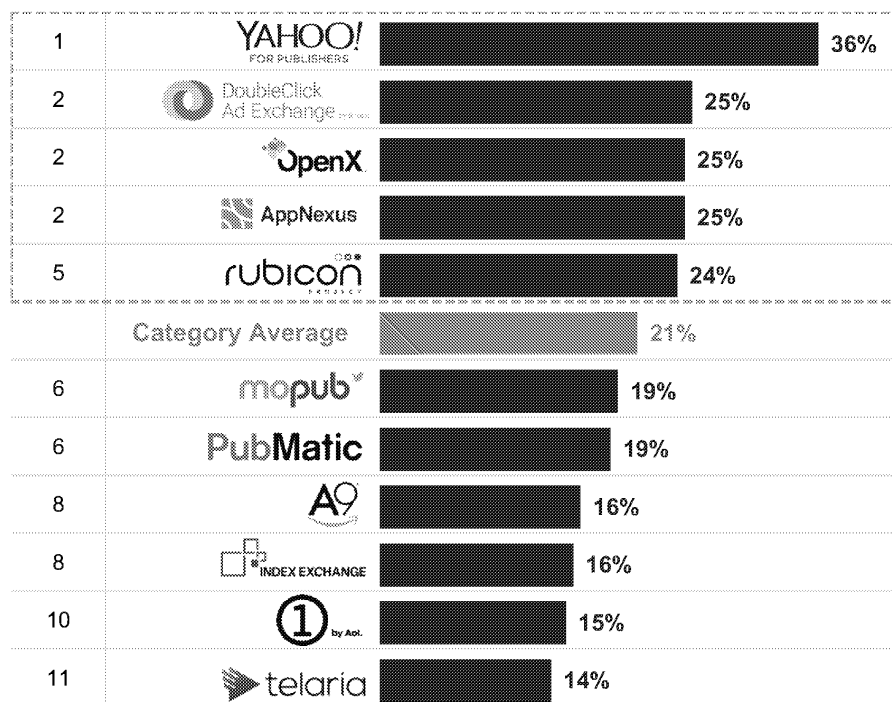
Note: Yahoo was referred to in study as "Yahoo for Publishers (including BrightRoll)"

Q: How familiar are you with each of the following Supply Side Platforms (SSPs)? (1 = Not at all Familiar; 10 = Very Familiar)
Base: Total Digital Publisher Respondents

Advertiser Perceptions 18

GOOG-AT-MDL-B-004577185

Past SSP usage: Yahoo sizeable lead over others, including DoubleClick (DCLK)

Usage of Supply Side Platforms in the Past Year
Percent of Respondents

Rank	Platform	Percent
1	YAHOO! FOR PUBLISHERS	57%
2	OpenX	42%
3	AppNexus	38%
4	DoubleClick Ad Exchange	36%
	Category Average	31%
5	rubicon project	30%
6	mopub	29%
7	PubMatic	27%
8	A9	25%
9	telaria	24%
10	① by Aol.	18%
11	INDEX EXCHANGE	15%
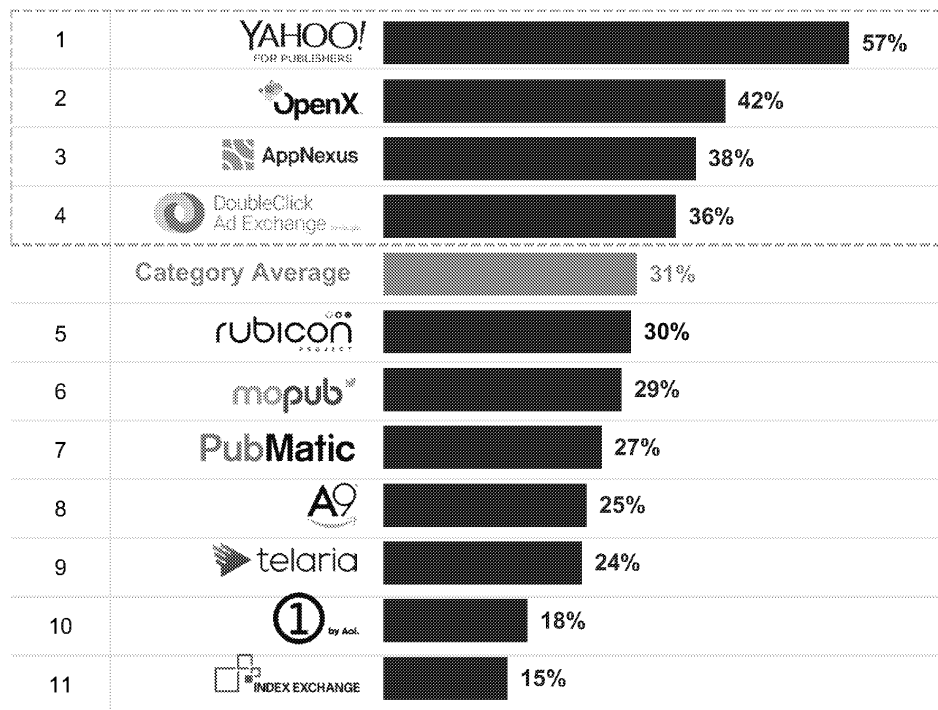
6.7
Average Number of SSPs used in past year

8.7
Average Number of SSPs expect to use in next 12 months

Q: Which of these Supply Side Platforms (SSPs) you said you are familiar with have you used in the past year?
Base: Total Digital Publisher Respondents

Advertiser Perceptions 19

GOOG-AT-MDL-B-004577186

2018 consideration: Yahoo ahead of Google and others, but many are in the race

Consideration of Supply Side Platforms
Percent of Respondents Rating 10 on a 10-Point Scale

Rank	Platform	Percent
1	YAHOO! FOR PUBLISHERS	25%
2	AppNexus	24%
3	OpenX	22%
4	rubicon	21%
4	DoubleClick Ad Exchange	21%
6	INDEX EXCHANGE	19%
	Category Average	19%
6	PubMatic	19%
8	mopub	16%
9	telaria	15%
10	A9	14%
11	① by Aol.	13%

Q: How likely are you to consider each of the Supply Side Platforms (SSPs) you said you are familiar with for use in the coming year?
(1 = Not at all Likely; 10 = Very Likely)
Base: Total Digital Publisher Respondents

Advertiser Perceptions 20

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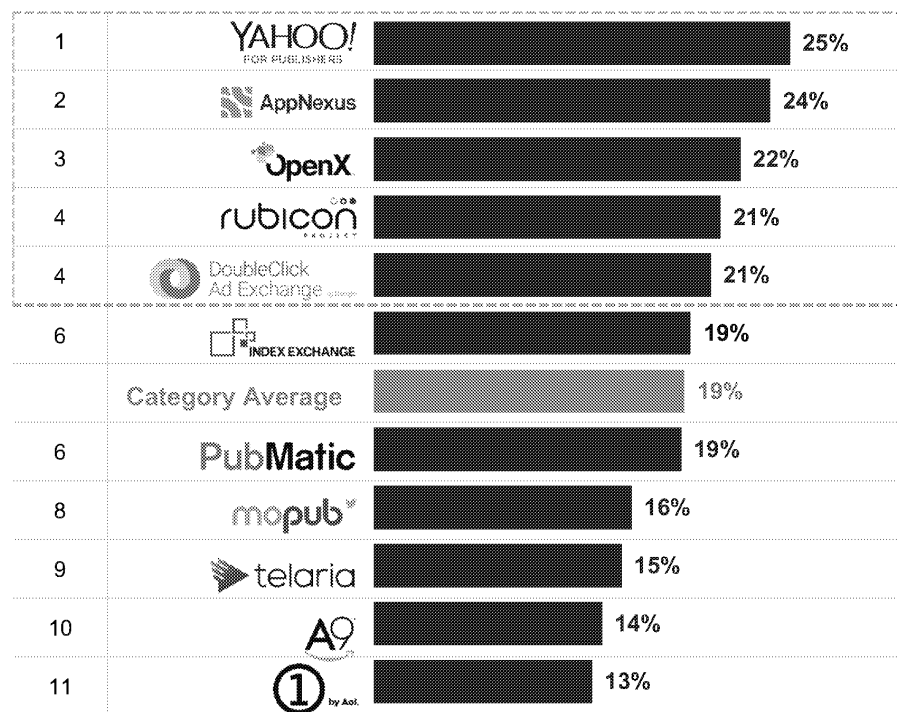
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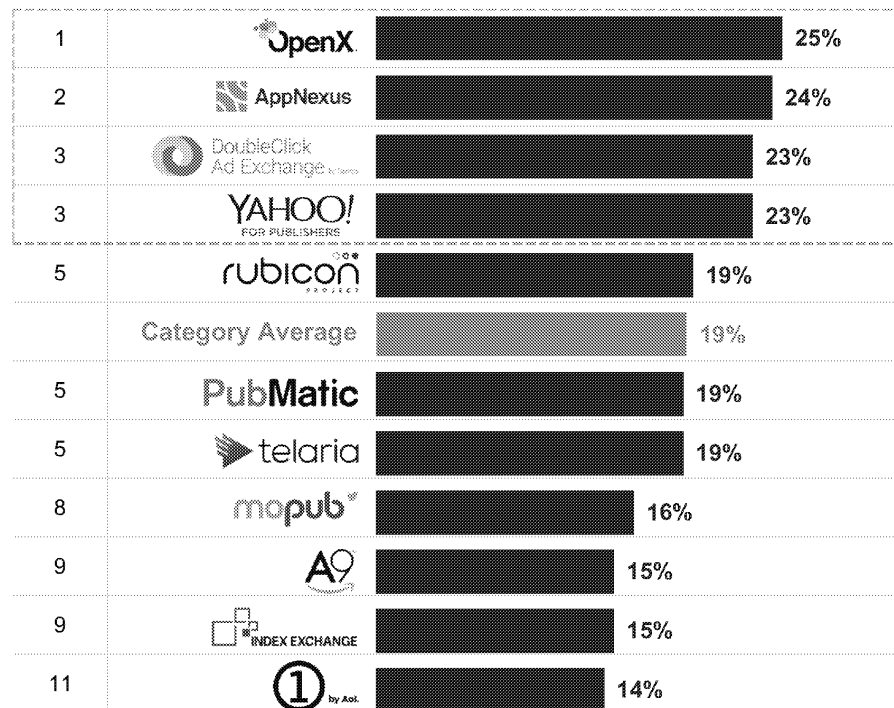
GOOG-AT-MDL-B-004577187

2018 intention: DCLK among tight pack of leaders

Intention of Supply Side Platforms
Percent of Respondents Rating 10 on a 10-Point Scale

Rank	Platform	Percent
1	OpenX	25%
2	AppNexus	24%
3	DoubleClick Ad Exchange	23%
3	YAHOO! FOR PUBLISHERS	23%
5	rubicon	19%
	Category Average	19%
5	PubMatic	19%
5	telaria	19%
8	mopub	16%
9	A9	15%
9	INDEX EXCHANGE	15%
11	① by Aol.	14%

Q: How likely are you to actually use each of the Supply Side Platforms (SSPs) you said you are considering for use in the coming year?
(1 = Not at all Likely; 10 = Very Likely)
Base: Total Digital Publisher Respondents

Advertiser Perceptions 21

GOOG-AT-MDL-B-004577188

Net Promoter Scores are high in general and for Google in particular

Likelihood to Recommend Supply Side Platforms
Sorted by Net Promoter Score

			Promoters	Passives	Detractors	Net Promoter Score (Promoters Minus Detractors)
1	DoubleClick Ad Exchange		69%	23%	8%	61
2	rubicon		60%	32%	8%	52
3	OpenX		58%	29%	13%	45
3	① by Aol. *		62%	21%	17%	45
5	AppNexus		60%	24%	16%	44
5	INDEX EXCHANGE *		60%	24%	16%	44
7	mopub		52%	38%	10%	42
8	YAHOO! FOR PUBLISHERS		53%	35%	12%	41
9	telaria		55%	39%	15%	40
10	A9		51%	37%	12%	39
11	PubMatic		45%	44%	11%	34

*Base Size = 20-29 (Small Base)

Q: How likely would you be to recommend to a colleague the Demand Side Platform(s) (DSPs) you have used in the past year?
Base: Total Digital Publisher Respondents (Variable Base)

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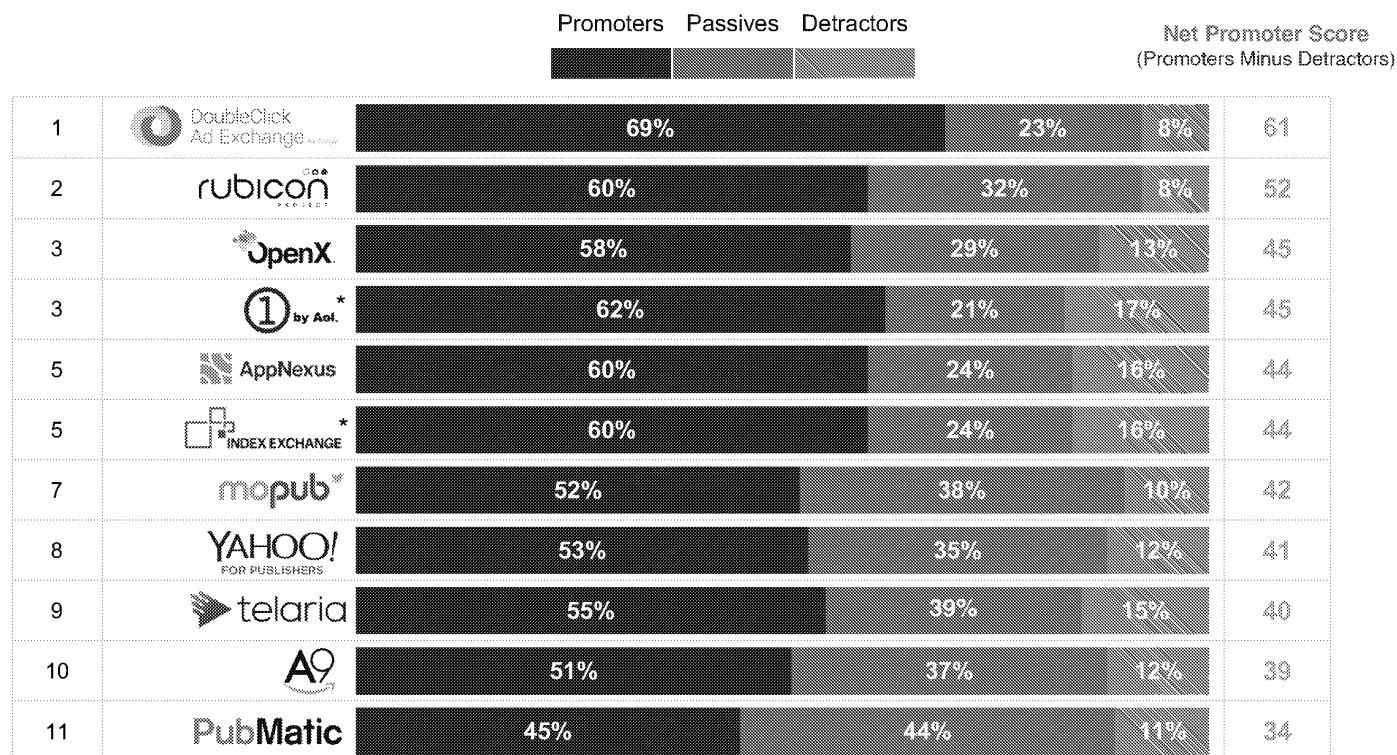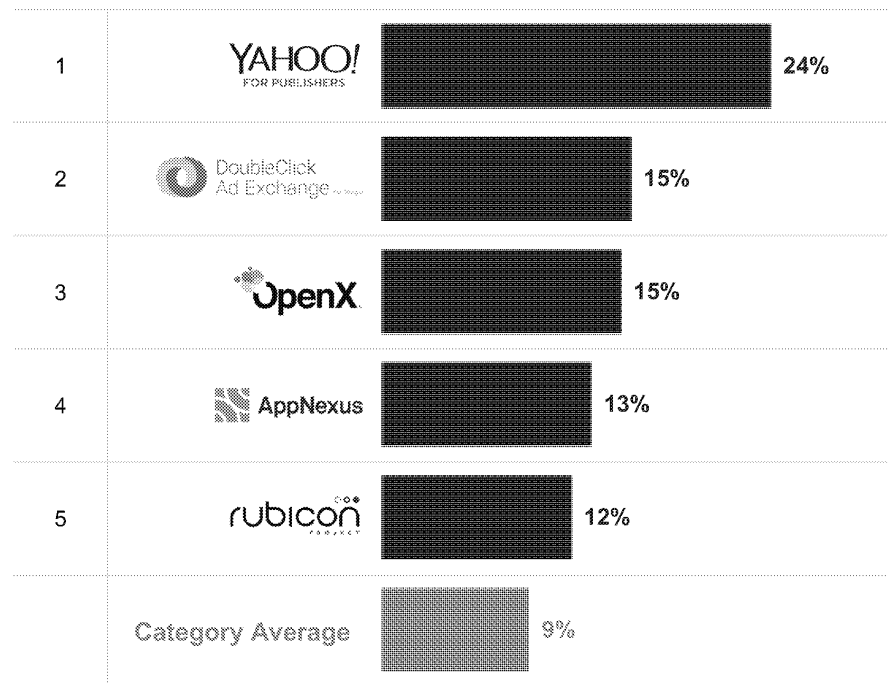
GOOG-AT-MDL-B-004577189

If publishers could choose only 1 SSP, Yahoo would lead Google

Preference of Supply Side Platforms
Percent of Respondents

Q: If you were to only select one, which of these Supply-Side Platforms (SSPs) would you choose to partner with for an advertising campaign?
Base: Intend to Total Digital Publisher Respondents in the Next Year

Advertiser Perceptions 23

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GOOG-AT-MDL-B-004577190

Which SSP stands out for native advertising?
Yahoo leads Google

SSP Doing the Best Job with Native Advertising
Percent of Respondents

	Native	
1	YAHOO! FOR PUBLISHERS	18%
2	DoubleClick Ad Exchange	14%
3	OpenX	13%
4	mopub	9%
5	rubicon PROJECT	8%
6	AppNexus	8%
7	A9	8%
8	telaria	7%
9	PubMatic	6%
10	INDEX EXCHANGE	4%
11	1 by Aol.	3%

Q: For each of the following formats, which of these SSPs is doing the best job when it comes to integrating with your site's look and feel?
Base: Considering Supply Side Platforms (Variable Base)

Advertiser Perceptions 24

GOOG-AT-MDL-B-004577191
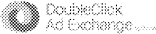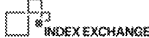
Which SSP is the leader in mobile ads?
Google trails Yahoo and others

SSP Doing the Best Job with Mobile Advertising
Percent of Respondents

	Mobile	
1	YAHOO! FOR PUBLISHERS	19%
2	AppNexus	15%
3	OpenX	14%
4	DoubleClick Ad Exchange	11%
5	mopub	10%
6	rubicon PROJECT	6%
7	telaria	5%
8	A9	5%
9	① by Aol.	5%
10	PubMatic	4%
11	INDEX EXCHANGE	4%

Q: For each of the following formats, which of these SSPs is doing the best job when it comes to integrating with your site's look and feel?
Base: Considering Supply Side Platforms (Variable Base)

Advertiser Perceptions 25

GOOG-AT-MDL-B-004577192

Publishers say Yahoo also takes a leadership position for video

SSP Doing the Best Job with Video Advertising
Percent of Respondents

	Video	
1	YAHOO! FOR PUBLISHERS	22%
2	OpenX	13%
3	DoubleClick Ad Exchange	12%
4	AppNexus	9%
5	rubicon PROJECT	8%
6	A9	8%
7	mopub	6%
8	telaria	6%
9	PubMatic	5%
10	① by Aol.	5%
11	INDEX EXCHANGE	4%

Q: For each of the following formats, which of these SSPs is doing the best job when it comes to integrating with your site's look and feel?
Base: Considering Supply Side Platforms (Variable Base)

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GOOG-AT-MDL-B-004577193

What makes DCLK a preferred partner?

Reasons for SSP Preference
Percent of Respondents

"They have always delivered amazing customer service and features that allow me to make any/all changes on the fly."
- CEO/Founder *(10 – 20MM)*

"Great service."
- CEO *(50MM+)*

"They have the products and services that meet our needs…in one place"
- EVP/SVP (*30– 40MM)*

"Broad scope of customer reach and engagement."
- CEO *(40-50MM)*

"It has the highest quality ad marketplace and built for supply partners and maximizes business goals."
- CMO *(1 – 10MM)*

"Best results."
- CRO *(10-20MM)*

"They are a leader in the industry."
- VP *(10 – 20MM)*

"Innovation and better technology."
- CMO *(30– 40MM)*

"They have been our go to for years so we are most comfortable here."
- CRO/Head of Sales *(20MM+)*

Q: What does [SSP] do or offer that makes them your preferred partner?
Base: Total Digital Publisher Respondents

indicates monthly unique visitors

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GOOG-AT-MDL-B-004577194

What do SSPs need to do to improve?
Most common comment for DCLK and YFP: *Nothing*

Preferred SSP Potential Improvements
Percent of Respondents

DoubleClick Ad Exchange by Google

"Be more supportive during tech issues."
- CEO/Founder *(1 – 10MM)*

"More value and widespread coverage."
- CRO/Head of Sales *(10 – 20MM)*

"Security and innovation."
- CMO *(20MM+)*

YAHOO! FOR PUBLISHERS

"Can develop leadership in the header bidding technology and auction bidding."
- CMO *(1 – 10MM)*

"Provide more protection for the fraudulent traffic of the ads with stronger interface."
- Director *(1 – 10MM)*

"Feature to customize the appearance of our report and maximize our customer base."
- Manager *(10 – 20MM)*

OpenX

"Preventive maintenance should be offered allowing us to run the business without any down time."
- CTO *(10 – 20MM)*

"Inventory management must not be complicated and hard to navigate.
- CMO *(10 – 20MM)*

"More improved premium video content with reliable delivery."
- Manager *(10 – 20MM)*

Q: How can [SSP] improve further?
Base: Total Digital Publisher Respondents

Indicates monthly unique visitors

Advertiser Perceptions 28

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Platform Perceptions

GOOG-AT-MDL-B-004577196

What criteria matter most of the 33 below when selecting an SSP?

Business and Market Criteria:
1. Access to demand (e.g., introductions to advertisers/agencies and proprietary demand)
2. Allowing for sub-syndication (i.e., reselling of publisher's inventory by buyers on their platform)
3. Auction dynamics (e.g., first price, second price, floor pricing automation & soft floors etc.)
4. Clear and compelling technology roadmap
5. Effective and engaging formats (in video, mobile, native)
6. Fee transparency (e.g., buyer fees, client fees, etc.)
7. Fee structures and revenue sharing plans that are fair to the publisher
8. Leading edge header bidding capabilities
9. Payment terms (e.g., Net 30, 60, 90)
10. Positive momentum for brand in the market
11. Programmatic direct/private marketplace (PMP), premium programmatic capabilities
12. Open exchange capabilities
13. Thought leadership of ad tech brand

Service and Support Criteria:
1. Proactively share ideas and expertise to enable us to succeed
2. Make it easy for us to find the solutions or answers we need
3. Effective tech support

Technology Criteria:
1. Ability to deliver native, video and mobile formats that integrate with our site's look and feel.
2. Appropriate brand safety controls (tools to block and remove inappropriate ads)
3. Auditing tools for control over ad placement
4. Bad ads protection (spam, malware, invalid traffic)
5. Data available in the platform (i.e., impression level auction data, advertiser transparency, bid transparency, etc.)
6. Easy to sell and book via platform
7. Resources/tools for overseeing ad quality
8. Supported inventory formats
9. Third-party integrations
10. Visibility into accurate, available inventory
11. Viewability of ads

Sales Relationship Criteria:
1. Demonstrates knowledge of publisher goals, needs
2. Is easy to work with
3. Responsive to client needs
4. Sales skills (listening, attentiveness, negotiating, etc.)
5. Technology expertise
6. Understanding of client goals, need

Advertiser Perceptions

GOOG-AT-MDL-B-004577197

PMP capabilities lead 13 market and business selection criteria

Max Diff Analysis
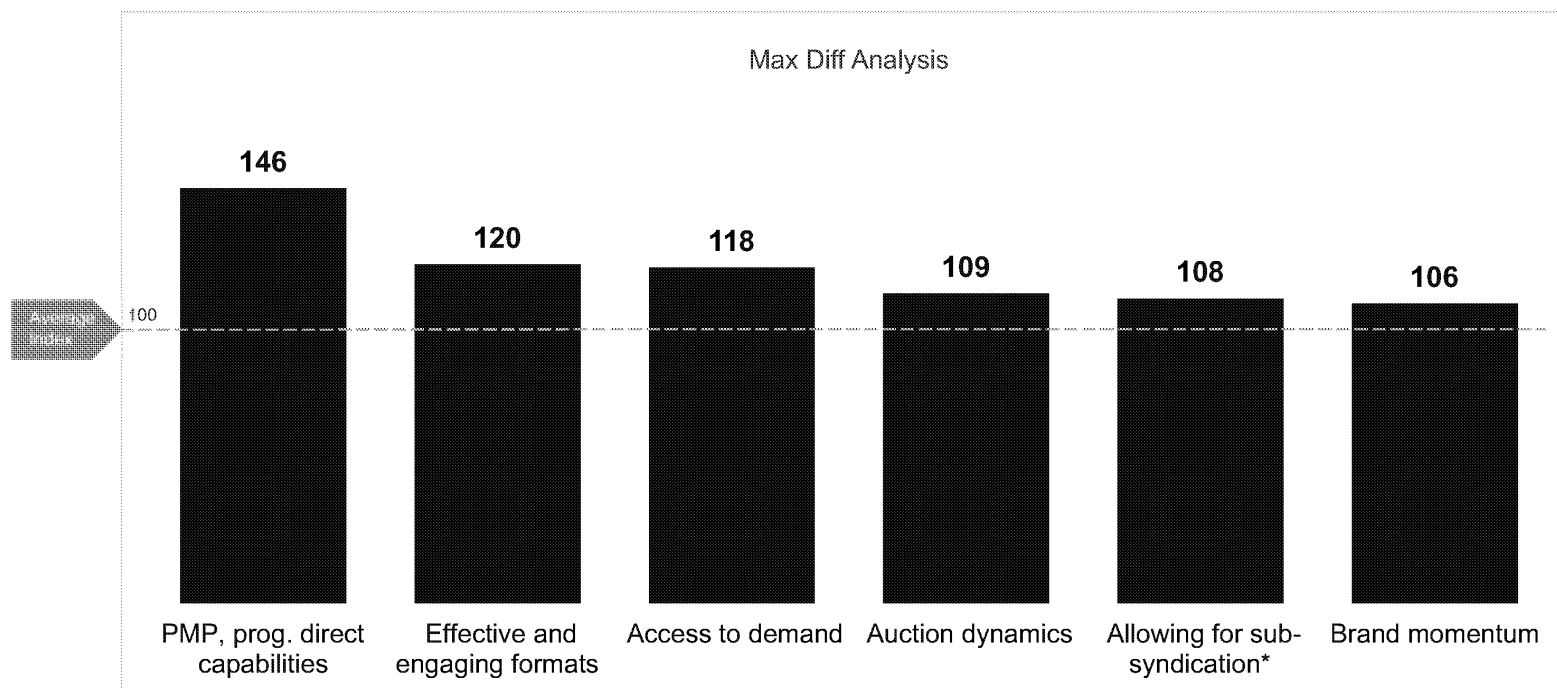
*Sub-syndication involves reselling of inventory

Q: Thinking about Supply Side Platforms (SSPs), how important are the following business and market criteria?
Base: Total Digital Publisher Respondents

Advertiser Perceptions 31

DCLK trailing in all key criteria: Index leads in PMP, the most important criterion

Index of Percent Rating SSPs 10 on a 10-Point Scale

PMP, prog. direct capabilities (146)		Effective and engaging formats (120)		Access to demand (118)	
INDEX EXCHANGE	160	PubMatic	134	YAHOO! FOR PUBLISHERS	132
telaria	105	YAHOO! FOR PUBLISHERS	117	ONE by AOL	114
OpenX	105	A9	116	INDEX EXCHANGE	113
YAHOO! FOR PUBLISHERS	99	telaria	111	telaria	108
PubMatic	97	mopub	104	mopub	108
A9	97	ONE by AOL	102	A9	107
rubicon	91	rubicon	99	OpenX	99
ONE by AOL	91	INDEX EXCHANGE	90	AppNexus	86
DoubleClick Ad Exchange	90	OpenX	85	PubMatic	84
mopub	86	DoubleClick Ad Exchange	78	rubicon	82
AppNexus	80	AppNexus	63	DoubleClick Ad Exchange	68

Q: How would you rate this Supply-Side Platform (SSP) on the following business and market criteria?
Base: Considering Supply Side Platforms (Variable Base)

Advertiser Perceptions 32

Programmatic Intelligence Report Q1 2018

Consideration rankings (see slide 21)
Leaders:
1. Yahoo
2. AppNexus
3. OpenX
4. Rubicon
5. DoubleClick
6. Index Exchange
7. PubMatic
8. MoPub
9. Telaria
10. A9
11. ONE by AOL
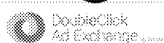
Supply Side Platforms

GOOG-AT-MDL-B-004577199

DCLK average in auctions, leading in brand momentum
Not surprisingly, DCLK trails in sub-syndication

Index of Percent Rating SSPs 10 on a 10-Point Scale

Auction dynamics (109)		Allowing for sub-syndication (108)		Brand momentum (106)	
PubMatic	131	YAHOO! FOR PUBLISHERS	127	DoubleClick Ad Exchange	126
telaria	126	telaria	127	YAHOO! FOR PUBLISHERS	117
rubicon PROJECT	106	OpenX	111	AppNexus	115
A9	105	rubicon PROJECT	111	PubMatic	109
(1) by Aol.	104	mopub	97	(1) by Aol.	102
DoubleClick Ad Exchange	103	AppNexus	97	OpenX	98
YAHOO! FOR PUBLISHERS	100	A9	95	INDEX EXCHANGE	96
INDEX EXCHANGE	91	PubMatic	95	mopub	92
OpenX	85	(1) by Aol.	89	rubicon PROJECT	92
mopub	81	INDEX EXCHANGE	87	A9	79
AppNexus	68	DoubleClick Ad Exchange	65	telaria	74

Q: How would you rate this Supply-Side Platform (SSP) on the following business and market criteria?
Base: Considering Supply Side Platforms (Variable Base)

Advertiser Perceptions 33

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Of 11 tech criteria which are key to driving intention? 3rd party integration and ad placement auditing tools

Index of "Key Drivers" Regression to Likely to Use

Q: How likely are you to actually use each of the Supply-Side Platforms (SSPs) you said you are considering for use in the coming year?
Base: Total Digital Publisher Respondents
Q: How would you rate this Supply-Side Platform (SSP) on the following underlined technology criteria?
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)
Regression Analysis is a statistical method designed to derive the relationship between characteristics and/or behaviors. Advertiser Perceptions utilizes regression analysis to show relationships between selection criteria and their influence on plans to buy. The analysis determines which criteria have the greatest impact on achieving the desired results.

Advertiser Perceptions 34

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DCLK perceived to be in tight race for lead in 3rd party integrations
Brand safety issue rearing its head in low "bad ads" rating?

Index of Percent Rating SSPs 10 on a 10-Point Scale

Third-party integrations (204)		Ad placement auditing tools (175)		Bad ads protection (122)	
PubMatic	119	OpenX	132	① by AoL	124
① by AoL	118	INDEX EXCHANGE	127	A9	120
DoubleClick Ad Exchange	117	A9	116	OpenX	115
YAHOO! FOR PUBLISHERS	107	① by AoL	108	rubicon	115
A9	105	PubMatic	102	YAHOO! FOR PUBLISHERS	108
rubicon	98	DoubleClick Ad Exchange	101	PubMatic	107
INDEX EXCHANGE	97	YAHOO! FOR PUBLISHERS	97	AppNexus	101
mopub	93	rubicon	88	INDEX EXCHANGE	99
AppNexus	86	telaria	83	telaria	88
telaria	85	AppNexus	77	DoubleClick Ad Exchange	66
OpenX	76	mopub	71	mopub	57

Q: How would you rate this Supply-Side Platform (SSP) on the following technology criteria?
Base: Considering Supply Side Platforms (Variable Base)

Advertiser Perceptions 35

GOOG-AT-MDL-B-004577202

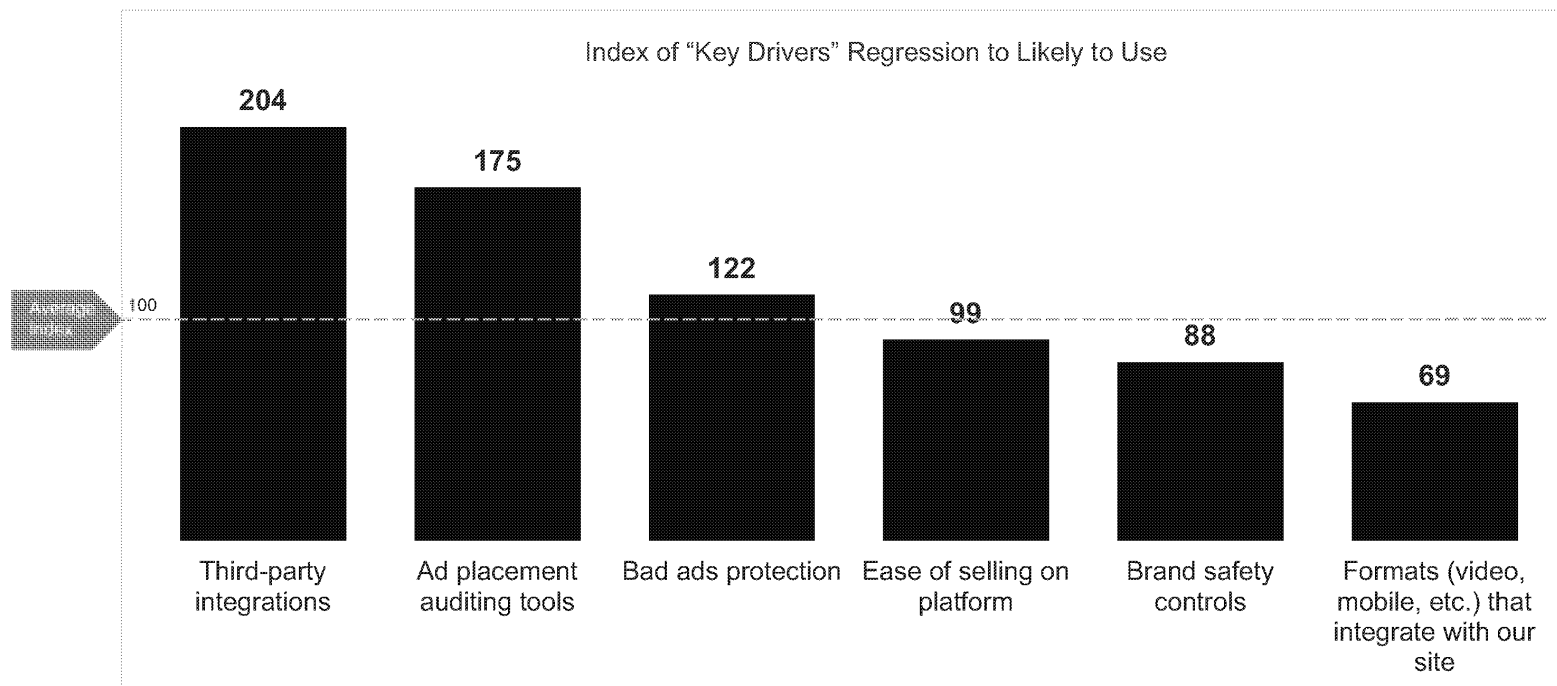# Publishers care most about measuring creative across devices, reporting, and KPI analytics

Index of "Key Drivers" Regression to Likely to Use

143 — Measure creative across devices

129 — Reporting capabilities

126 — KPI analytics (price performance, new advertisers, etc.)

100

Q: How likely are you to actually use each of the Supply-Side Platforms (SSPs) you said you are considering for use in the coming year?
Base: Total Digital Publisher Respondents
Q: How would you rate this Supply-Side Platform (SSP) on the following measurement and analytics criteria?
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)
Regression Analysis is a statistical method designed to derive the relationship between characteristics and/or behaviors. Advertiser Perceptions utilizes regression analysis to show relationships between selection criteria and their influence on plans to buy. The analysis determines which criteria have the greatest impact on achieving the desired results.

Advertiser Perceptions 36

Google typically seen as a leader in analytics & measurement, DCLK uncharacteristically trails in all reporting/analytics criteria

Index of Percent Rating SSPs 10 on a 10-Point Scale

Measure creative across devices (143)		Reporting capabilities (129)		KPI analytics (price performance, new advertisers, etc.) (126)	
PubMatic	146	telaria	140	rubicon	119
rubicon	114	PubMatic	117	A9	110
A9	113	YAHOO! FOR PUBLISHERS	112	INDEX EXCHANGE	109
① by Aol.	111	OpenX	111	telaria	105
INDEX EXCHANGE	105	A9	103	YAHOO! FOR PUBLISHERS	105
telaria	101	① by Aol.	96	AppNexus	98
OpenX	100	DoubleClick Ad Exchange	95	mopub	98
YAHOO! FOR PUBLISHERS	94	rubicon	89	① by Aol.	96
mopub	94	INDEX EXCHANGE	88	PubMatic	90
DoubleClick Ad Exchange	65	mopub	78	DoubleClick Ad Exchange	88
AppNexus	56	AppNexus	71	OpenX	82

Q: How would you rate this Supply-Side Platform (SSP) on the following measurement and analytics criteria?
Base: Considering Supply Side Platforms (Variable Base)

Advertiser Perceptions 37

GOOG-AT-MDL-B-004577204

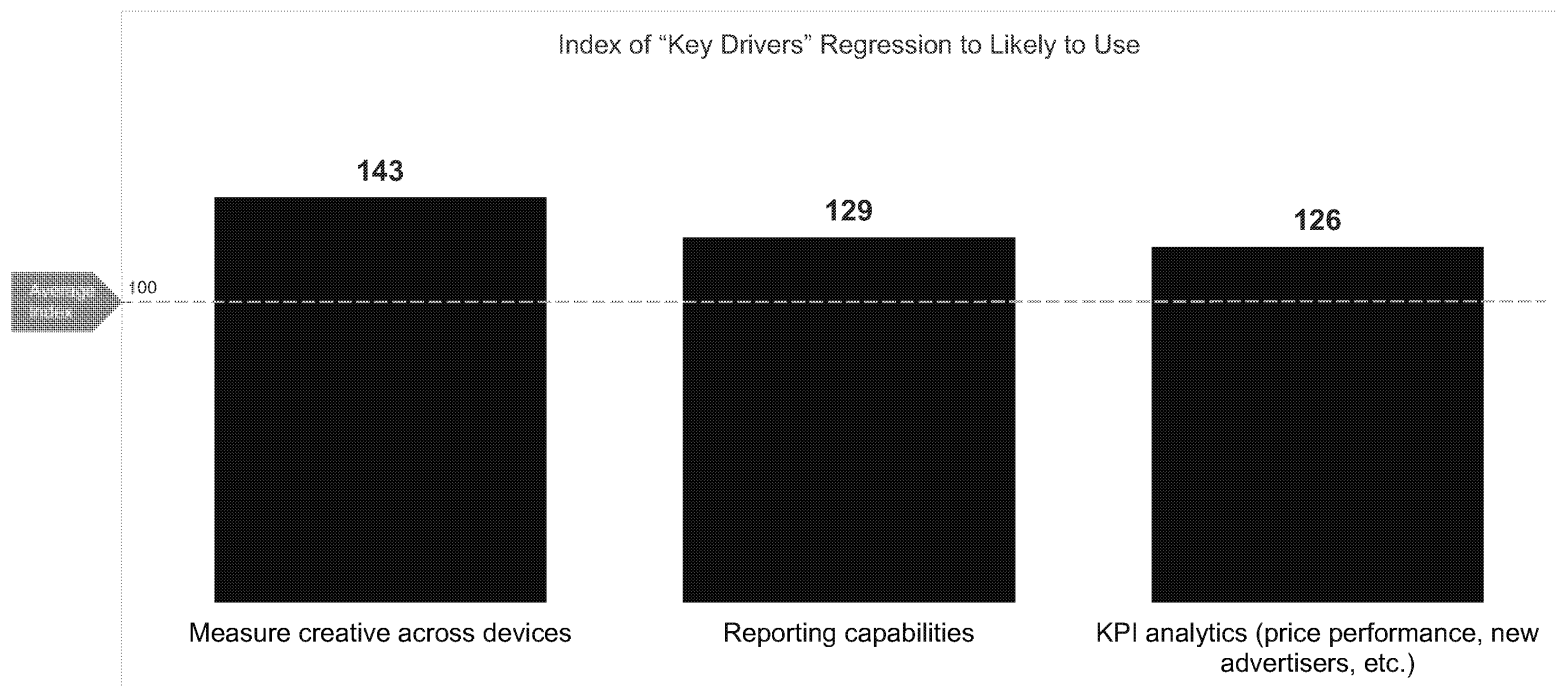# Ideas and expertise matter most when it comes to sales support

Programmatic
Intelligence Report
Q1 2018

1. Proactively share ideas and expertise to enable us to succeed
2. Make it easy for us to find the solutions or answers we need
3. Effective tech support

Index of "Key Drivers" Regression to Likely to Use

166 — Ideas, expertise shared proactively
85 — Effective tech support
49 — Ease of getting support, answers

100

Q: How likely are you to actually use each of the Supply-Side Platforms (SSPs) you said you are considering for use in the coming year?
Base: Total Digital Publisher Respondents
Q: How would you rate this Supply-Side Platform (SSP) on the following service and support criteria?
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)
Regression Analysis is a statistical method designed to derive the relationship between characteristics and/or behaviors. Advertiser Perceptions utilizes regression analysis to show relationships between selection criteria and their influence on plans to buy. The analysis determines which criteria have the greatest impact on achieving the desired results.

Supply Side Platforms

Advertiser Perceptions 38

GOOG-AT-MDL-B-004577205

DCLK below average in sales support

Index of Percent Rating SSPs 10 on a 10-Point Scale

Ideas, expertise shared proactively (166)	
A9	127
INDEX EXCHANGE	119
rubicon PROJECT	111
YAHOO! FOR PUBLISHERS	111
telaria	104
PubMatic	103
① by Aol.	96
DoubleClick Ad Exchange	90
OpenX	85
AppNexus	80
mopub	74

Q: How would you rate this Supply-Side Platform (SSP) on the following service and support criteria?
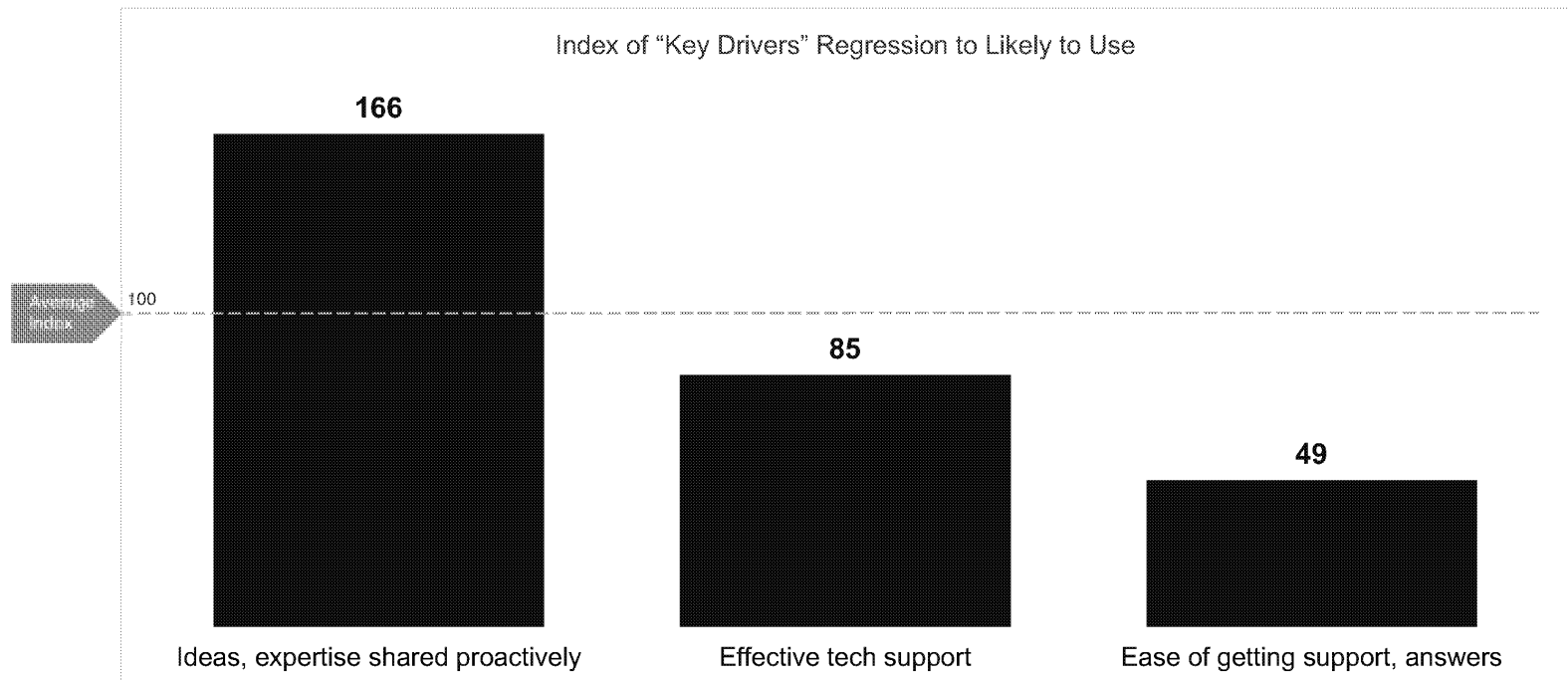Base: Considering Supply Side Platforms (Variable Base)

Advertiser Perceptions 39

GOOG-AT-MDL-B-004577206

What do publishers want from your sales teams?
Tech expertise and responsiveness lead 6 criteria

Programmatic
Intelligence Report
Q1 2018

1. Demonstrates knowledge of publisher goals, needs
2. Is easy to work with
3. Responsive to client needs
4. Sales skills (listening, attentiveness, negotiating, etc.)
5. Technology expertise
6. Understanding of client goals, need

Supply Side Platforms

Index of "Key Drivers" Regression to Likely to Buy

	150	148	115	51
	Technology expertise	Responsiveness	Understand client goals	Is easy to work with

100

Q: How likely are you to actually use each of the Supply-Side Platforms (SSPs) you said you are considering for use in the coming year?
Base: Total Digital Publisher Respondents
Q: How would you rate this Supply-Side Platform (SSP) on the following sales relationship criteria?
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)
Regression Analysis is a statistical method designed to derive the relationship between characteristics and/or behaviors. Advertiser Perceptions utilizes regression analysis to show relationships between selection criteria and their influence on plans to buy. The analysis determines which criteria have the greatest impact on achieving the desired results.

Advertiser Perceptions 40

GOOG-AT-MDL-B-004577207

DCLK average in tech expertise and understanding client goals

Index of Percent Rating SSPs 10 on a 10-Point Scale

Technology expertise (150)		Responsiveness (148)		Understand client goals (115)	
PubMatic	139	① by AoL.	123	telaria	147
YAHOO! FOR PUBLISHERS	122	rubicon PROJECT	121	INDEX EXCHANGE	116
INDEX EXCHANGE	119	PubMatic	118	rubicon PROJECT	104
① by AoL.	112	telaria	113	DoubleClick Ad Exchange	102
DoubleClick Ad Exchange	106	A9	105	mopub	98
AppNexus	96	INDEX EXCHANGE	104	PubMatic	97
mopub	90	mopub	93	A9	97
telaria	84	DoubleClick Ad Exchange	91	① by AoL.	97
A9	82	AppNexus	81	AppNexus	85
rubicon PROJECT	82	OpenX	78	OpenX	82
OpenX	68	YAHOO! FOR PUBLISHERS	73	YAHOO! FOR PUBLISHERS	77

Q: How would you rate this Supply-Side Platform (SSP) on the following sales relationship criteria?
Base: Considering Supply Side Platforms (Variable Base)

Advertiser Perceptions 41

GOOG-AT-MDL-B-004577208
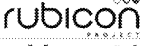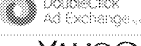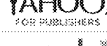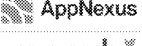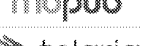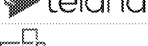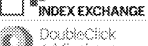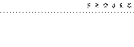
Overall, DCLK lags leaders in communication

Index of Percent Having Any Communication with SSP Representative
(In Person, Phone, Email, etc.) in "Past 90-Days"

Had presentations on market topics or training		Met with or had direct contact with representatives		Any Communication	
rubicon	136	PubMatic	124	OpenX	107
telaria	108	OpenX	123	PubMatic	107
A9	103	AppNexus	114	A9	107
YAHOO! FOR PUBLISHERS	101	A9	108	rubicon	105
OpenX	100	DoubleClick Ad Exchange	106	YAHOO! FOR PUBLISHERS	105
AppNexus	97	YAHOO! FOR PUBLISHERS	106	AppNexus	101
mopub	94	mopub	102	mopub	99
PubMatic	93	INDEX EXCHANGE	89	telaria	95
DoubleClick Ad Exchange	92	① by AOL.	88	INDEX EXCHANGE	94
① by AOL.	90	telaria	78	DoubleClick Ad Exchange	92
INDEX EXCHANGE	85	rubicon	62	① by AOL.	89

Q: For each Supply-Side Platform (SSP), please indicate whether in the past 90 days you have…?
Base: Considering Supply Side Platforms (Variable Base)

Advertiser Perceptions 42

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Key takeaways

Marketplace overview and header bidding

• What's the promise of programmatic? Efficiency, improving margins, new revenue streams

• Roadblocks? Disruption to legacy publisher model, complexity

Competitive landscape

• Surprise? Publishers are the most familiar with Yahoo/BrightRoll, above Google

• Past SSP usage: Yahoo sizeable lead over others, including DoubleClick

• 2018 consideration: Yahoo ahead of Google and others, but many are in the race

• 2018 intention: DoubleClick among tight pack of leaders

• If publishers could choose only 1 SSP, Yahoo would lead Google

Advertiser Perceptions 43

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Key takeaways

Programmatic
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Supply Side Platforms

DoubleClick Ad Exchange vs. other SSPs

- PMP capabilities lead market and business selection criteria

  - DoubleClick trailing in all key criteria

    - DoubleClick average in auctions, leading in brand momentum

      - Not surprisingly, DoubleClick trails in sub-syndication

- What tech criteria are key to driving intention? 3rd party integration and ad placement auditing tools

  - DoubleClick in tight race for lead in 3rd party integrations

    - Brand safety issue rearing its head in low "bad ads" rating?

- Among technology criteria, publishers care most about measuring creative across devices, reporting, and KPI analytics

  - Google typically seen as a leader in campaign analytics & measurement, DoubleClick uncharacteristically trails in all reporting/analytics criteria

Advertiser Perceptions 44

GOOG-AT-MDL-B-004577211

Appendix

What kinds of data do publishers want from SSPs?

"

Real time traffic statistics vs. actual sales.
- CEO/Founder *(10 – 20MM)*

Attempted malware information to help us find bots and false views or gaming the system.
- **EVP/SVP** *(20MM+)*

CTR, viewer totals.
- CRO/Head of Sales *(10 – 20MM)*

It is good to post data which is based on future goals and targets.
- VP *(20MM+)*

Social and interactive data aimed towards advertising and public awareness.
- CMO *(1 – 10MM)*

Data that would include demographics, location, browsing and purchase history.
- Manager *(10 – 20MM)*

Consumer demographics and purchasing behaviors.
- Director *(1 – 10MM)*

Data about viewer populations, browsing history and their demographics would be ideal.
- Marketer Manager *(20MM+)*

"

Indicates monthly unique visitors

Q: What kind of data would be the most useful for your SSP to provide to you as a publisher?
Base: Total Digital Publisher Respondents

Advertiser Perceptions 46

GOOG-AT-MDL-B-004577213

Most digital publishers are allocating inventory to multiple platforms

Technologies Allocating Inventory To in Past Year

Platform	Percentage
Supply-Side Platforms (SSPs)	100%*
Data Management Platforms (DMPs)	73%
Ad Networks	67%
Ad Serving Platforms	65%
Measurement Platforms	55%

*SSP Usage Required for Study Participation

Q. When thinking about offering agencies and marketers programmatic guaranteed advertising, which of these types of marketing and advertising solutions/technologies have you provided inventory to or used in the past year?
Base: Total Digital Publisher Respondents

Advertiser Perceptions 47

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GOOG-AT-MDL-B-004577214

Half use separate SSPs for their channel (mobile, video, native, etc.) focus

Usage of Different SSPs for Different Inventory Types
Percent of Respondents

No 50%

Yes 50%
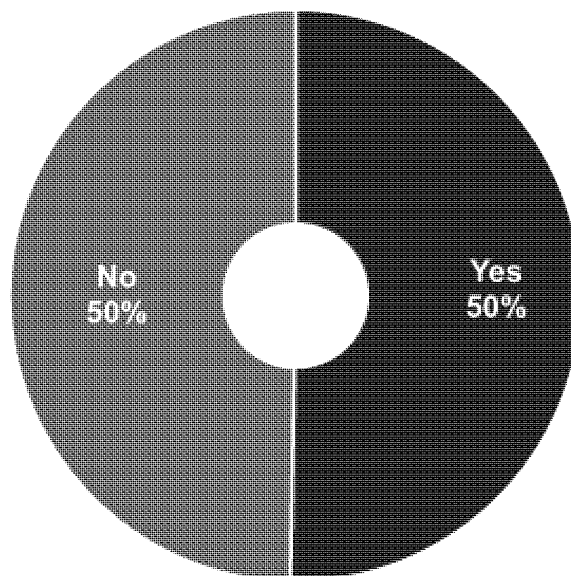
Why Are Publishers Using Multiple SSPs?

"

Allows us to see who is bidding, what they are paying and how much they are buying.
- CMO *(10 – 20MM)*

Each client we have likes to have it done in different SSPs not every client likes the same format.
- Director *(1 – 10MM)*

It allows us to more specifically target the ads based on the user experience and interaction.
- Director *(20MM+)*

We have different goals on different platforms.
- CRO/Head of Sales *(20MM+)*

This is highly effective and it integrates pricing floors so that our ad impressions do not get undervalued.
- Manager *(10 – 20MM)*

It helps us maximize the revenue we receive for our inventory.
- VP *(10 – 20MM)*

"

Q: Do you use different SSPs for different inventory types (e.g., mobile, video, native, etc.)?
Q: Please explain why you use different SSPs.
Base: Total Digital Publisher Respondents

Indicates monthly unique visitors

Advertiser Perceptions 48

GOOG-AT-MDL-B-004577215

Most publishers are committed to or exploring ads.txt initiative

Engagement/Awareness with ads.txt
Percent of Respondents

- Not familiar 6%
- Firmly committed 25%
- Aware, not a priority 21%
- Aware and exploring 48%
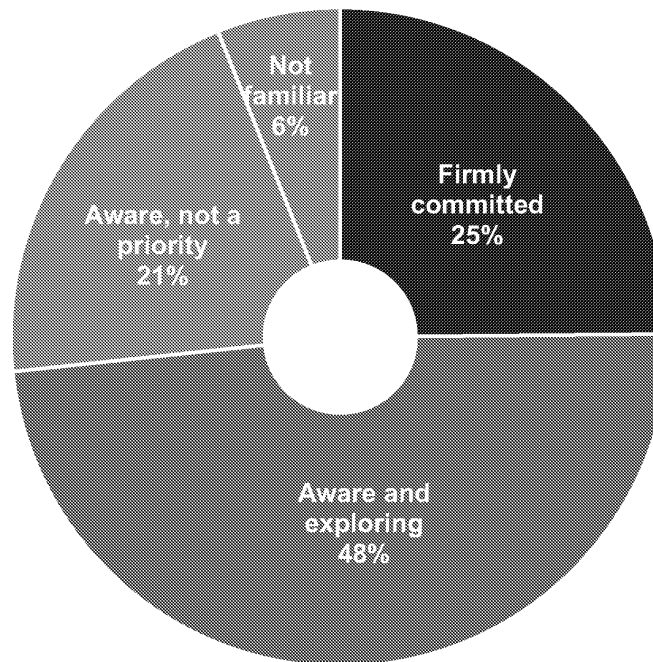
Q: The IAB has advocated ads.txt as a way for publishers to commit to provide advertisers with safe inventory assurance. How engaged is your publishing firm with ads.txt?
Base: Total Digital Publisher Respondents

Advertiser Perceptions 49

GOOG-AT-MDL-B-004577216

Familiarity with supply side platforms (detail)
Google stronger with C-level and larger publishers

Percent of Respondents Rating 10 on a 10-Point Scale

	Total	# of Unique Monthly Visitors		Job Title		
		3 million to less than 15 million	15 million or more	C-level	VP/EVP/SVP	Director/ Manager/ Other
YAHOO! FOR PUBLISHERS	36%	30%	41%	40%	33%	31%
DoubleClick Ad Exchange	25%	22%	29%	29%	20%	24%
OpenX	25%	17%	33%	24%	28%	24%
AppNexus	25%	18%	31%	24%	30%	21%
rubicon PROJECT	24%	18%	30%	24%	28%	21%
mopub	19%	18%	20%	16%	23%	24%
PubMatic	19%	13%	24%	22%	15%	17%
A9	16%	10%	23%	18%	15%	14%
INDEX EXCHANGE	16%	11%	20%	17%	13%	17%
(1) by Aol.	15%	11%	19%	18%	15%	10%
telaria	14%	7%	20%	14%	15%	12%

Delta = 5%+

High   Mid   Low

Q: How familiar are you with each of the following Supply Side Platforms (SSPs)? (1 = Not at all Familiar; 10 = Very Familiar)
Base: Total Digital Publisher Respondents
Job title color coding is a visual representation of each individual SSP's ratings comparatively by job title. Comparisons are made by partitioning each SSP's ratings into thirds (terciles).

Advertiser Perceptions 50

GOOG-AT-MDL-B-004577217

Usage of supply side platforms (detail)
C-level is primary DoubleClick segment
Percent of Respondents

	Total	# of Unique Monthly Visitors		Job Title		
		3 million to less than 15 million	15 million or more	C-level	VP/EVP/SVP	Director/ Manager/ Other
YAHOO! FOR PUBLISHERS	57%	50%	64%	55%	50%	67%
OpenX	42%	38%	46%	39%	40%	50%
AppNexus	38%	35%	41%	40%	40%	33%
DoubleClick Ad Exchange	36%	35%	36%	45%	23%	31%
rubicon	30%	26%	35%	35%	20%	31%
mopub	29%	26%	33%	30%	28%	29%
PubMatic	27%	24%	29%	23%	25%	36%
A9	25%	27%	23%	29%	15%	26%
telaria	24%	21%	28%	25%	20%	26%
① by Aol.	18%	9%	27%	18%	15%	19%
INDEX EXCHANGE	15%	15%	16%	20%	5%	14%

High   Mid   Low

Delta = 5%+

Q: Which of these Supply Side Platforms (SSPs) you said you are familiar with have you used in the past year?
Base: Total Digital Publisher Respondents
Job title color coding is a visual representation of each individual SSP's ratings comparatively by job title. Comparisons are made by partitioning each SSP's ratings into thirds (terciles).

Advertiser Perceptions 51

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Supply Side Platforms

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Consideration of supply side platforms (detail)

Percent of Respondents Rating 10 on a 10-Point Scale

	Total	# of Unique Monthly Visitors		Job Title		
		3 million to less than 15 million	15 million or more	C-level	VP/EVP/SVP	Director/ Manager/ Other
YAHOO! FOR PUBLISHERS	25%	17%	34%	25%	30%	21%
AppNexus	24%	20%	29%	25%	30%	17%
OpenX	22%	18%	27%	24%	15%	26%
rubicon PROJECT	21%	18%	24%	19%	15%	31%
DoubleClick Ad Exchange	21%	18%	23%	25%	15%	17%
INDEX EXCHANGE	19%	16%	23%	24%	20%	10%
PubMatic	19%	11%	27%	16%	23%	21%
mopub	16%	9%	23%	16%	20%	12%
telaria	15%	11%	19%	18%	20%	5%
A9	14%	10%	18%	17%	18%	5%
① by Aol.	13%	7%	19%	18%	15%	2%

High   Mid   Low

Delta = 5%+

Q: How likely are you to consider each of the Supply Side Platforms (SSPs) you said you are familiar with for use in the coming year?
(1 = Not at all Likely; 10 = Very Likely) Base: Total Digital Publisher Respondents
Job title color coding is a visual representation of each individual SSP's ratings comparatively by job title. Comparisons are made by partitioning each SSP's ratings into thirds (terciles).

Advertiser Perceptions 52

GOOG-AT-MDL-B-004577219

Intention of supply side platforms (detail)

Percent of Respondents Rating 10 on a 10-Point Scale

	Total	# of Unique Monthly Visitors		Job Title		
		3 million to less than 15 million	15 million or more	C-level	VP/EVP/SVP	Director/ Manager/ Other
OpenX	25%	24%	25%	27%	20%	26%
AppNexus	24%	22%	27%	24%	25%	24%
DoubleClick Ad Exchange	23%	20%	27%	25%	28%	14%
YAHOO! FOR PUBLISHERS	23%	20%	27%	28%	20%	17%
rubicon PROJECT	19%	15%	24%	19%	15%	24%
PubMatic	19%	16%	22%	16%	20%	24%
telaria	19%	17%	20%	25%	10%	14%
mopub	16%	12%	19%	17%	20%	10%
A9	15%	5%	24%	14%	20%	10%
INDEX EXCHANGE	15%	12%	17%	17%	13%	12%
1 by Aol.	14%	11%	17%	18%	10%	10%

Delta = 5%+

High   Mid   Low

Q: How likely are you to actually use each of the Supply Side Platforms (SSPs) you said you are considering for use in the coming year
(1 = Not at all Likely; 10 = Very Likely) Base: Total Digital Publisher Respondents
Job title color coding is a visual representation of each individual SSP's ratings comparatively by job title. Comparisons are made by partitioning each SSP's ratings into thirds (terciles).

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GOOG-AT-MDL-B-004577220

Preference of supply side platforms (detail)

	Total	# of Unique Monthly Visitors		Job Title		
		3 million to less than 15 million	15 million or more	C-level	VP/EVP/SVP	Director/ Manager/ Other
YAHOO! FOR PUBLISHERS	24%	22%	25%	23%	21%	29%
DoubleClick Ad Exchange	15%	16%	14%	22%	10%	7%
OpenX	15%	10%	19%	13%	21%	12%
AppNexus	13%	12%	13%	8%	23%	12%
rubicon	12%	10%	13%	11%	10%	14%
PubMatic	7%	10%	5%	10%	3%	7%
mopub	4%	7%	1%	5%	0%	7%
A9	4%	5%	4%	2%	8%	5%
telaria	4%	5%	2%	4%	3%	5%
INDEX EXCHANGE	2%	2%	1%	1%	3%	2%
① by Aol.	1%	0%	1%	1%	0%	0%

Delta = 5%+

High   Mid   Low

Q: If you were to only select one, which of these Supply-Side Platforms (SSPs) would you choose to partner with for an advertising ca[...]
Base: Intend to Total Digital Publisher Respondents in the Next Year)
Job title color coding is a visual representation of each individual SSP's ratings comparatively by job title. Comparisons are made by partitioning each SSP's ratings into thirds (terciles).

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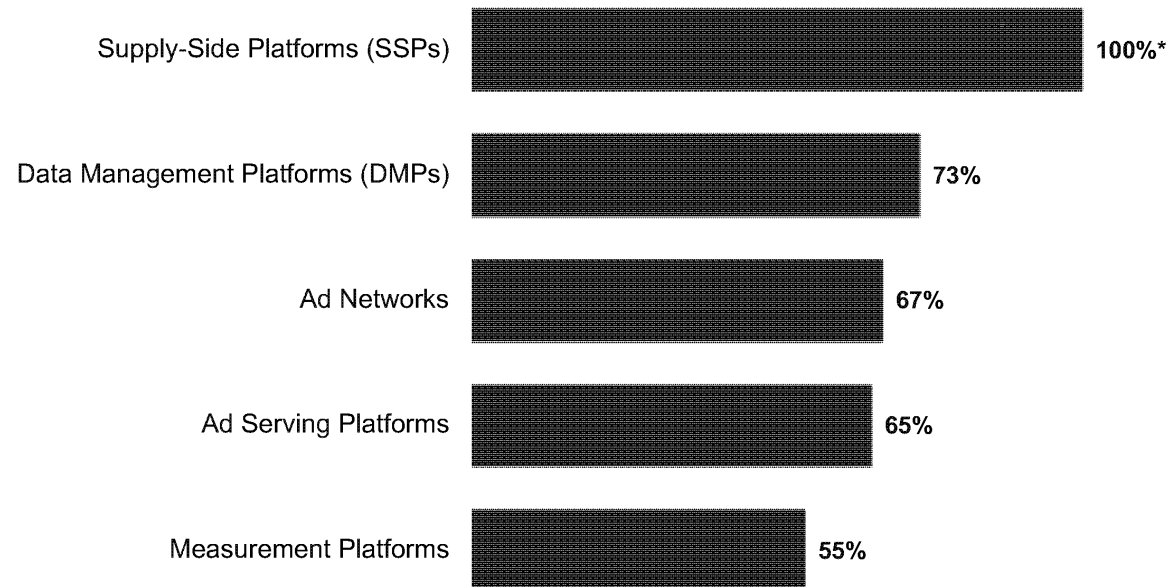Marketplace Overview

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Supply Side Platforms

Net promoter score (detail)

Net Promoter Score (Promoters Minus Detractors)	Total Respondents	# of Unique Monthly Visitors		Job Title		
		3 million to less than 15 million	15 million or more	C-level	VP/EVP/SVP	Director/ Manager
DoubleClick Ad Exchange	61	69	53	68	67	38
rubicon	52	62	45	55	13	69
OpenX	45	52	39	44	50	43
① by Aol. *	45	71	36	47	33	50
AppNexus	44	55	35	42	63	29
INDEX EXCHANGE *	44	50	38	35	50	67
mopub	42	43	41	44	27	50
YAHOO! FOR PUBLISHERS	41	51	34	48	30	39
telaria	40	41	39	29	25	73
A9	39	32	47	25	67	55
PubMatic	34	45	25	37	10	47

High   Mid   Low

Delta = 5+

Q: How likely would you be to recommend to a colleague the Demand Side Platform(s) (DSPs) you have used in the past year?
Base: Total Digital Publisher Respondents (Variable Base)
Job title color coding is a visual representation of each individual SSP's ratings comparatively by job title. Comparisons are made by partitioning each SSP's ratings into thirds (terciles).

*Base Size = 20-29 (Small Base)

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GOOG-AT-MDL-B-004577222

What makes these SSPs a preferred partner?

Reasons for SSP Preference
Percent of Respondents

DoubleClick Ad Exchange by Google

"They have always delivered amazing customer service and features that allow me to make any/all changes on the fly."
- CEO/Founder (10 – 20MM)

"It has the highest quality ad marketplace and built for supply partners and maximizes business goals."
- CMO (1 – 10MM)

"They have been our go to for years so we are most comfortable here."
- CRO/Head of Sales (20MM+)

YAHOO! FOR PUBLISHERS

"They have given the right platform to both buyers and sellers to work out and meet their digital marketing needs and goals."
- CMO (1 – 10MM)

"Ability to pull daily spend reports in order to provide our clients with accurate reporting."
- Director (1 – 10MM)

"Allows us to contact buyers directly to offer them custom-made packages of data."
- Manager (10– 20MM)

OpenX

"Offers us an automated auditing tools so we can straightforwardly organize where our ads get served."
- CTO (1 – 10MM)

"Clear and compelling with advanced technology."
- CMO (20MM+)

"Can analyze the best possible value on our ad inventory."
- Manager (10 – 20MM)

Q: What does [SSP] do or offer that makes them your preferred partner?
Base: Total Digital Publisher Respondents

Indicates monthly unique visitors

Advertiser Perceptions 56

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Supply Side Platforms

GOOG-AT-MDL-B-004577223

What makes these SSPs a preferred partner?

Reasons for SSP Preference
Percent of Respondents

AppNexus

"Offer features like ad servers are built to support buy-side and sell-side workflows across display, mobile, video and native ads."
- COO (1 – 10MM)

"Their platform simplifies the most sophisticated and machine learning and data science for better use."
- VP (20MM+)

"Gives us both full control of our media buying and transparency across the campaign lifecycle—driving more profit out of every dollar spent on advertising."
- VP (20MM+)

rubicon PROJECT

"You get the spirit of a startup and the support of a public company."
- CMO (20MM+)

"They have the right level of data we need."
- VP (1 – 10MM)

"They have engineered one of the largest real time cloud and Big Data computing systems. They process trillions of transactions within milliseconds each month."
- Director (1 – 10MM)

Q: What does [SSP] do or offer that makes them your preferred partner?
Base: Total Digital Publisher Respondents

Indicates monthly unique visitors

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GOOG-AT-MDL-B-004577224

What do SSPs need to do to improve?

Preferred SSP Potential Improvements
Percent of Respondents

AppNexus

"Improve Third-Party Integrations, Inventory and Ad Quality, Open APIs and Customization."
- COO *(1 – 10MM)*

"Fair fee structures for the publisher's good percentage sharing of the revenue plans."
- EVP/SVP *(20MM+)*

"Easier flow of business."
- VP *(20MM+)*

rubicon PROJECT

"Improve transfer speed."
- CEO/Founder *(1 – 10MM)*

"Better features."
- CMO *(10 – 20MM)*

"Improve pacing with proportional control."
- Director *(1 – 10MM)*

Q: How can [SSP] improve further?
Base: Total Digital Publisher Respondents

Indicates monthly unique visitors

Advertiser Perceptions 58

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GOOG-AT-MDL-B-004577225

Brand ratings: business & market criteria

Index of Percent Rating SSPs 10 on a 10-Point Scale

Clear and compelling technology roadmap		Open exchange capabilities		Fee transparency		Payment terms (e.g., Net 30, 60, 90)		Fee structures and revenue sharing plans that are fair to the publisher		Leading edge header bidding capabilities		Thought leadership of ad tech brand	
PubMatic	118	Index Exchange	146	PubMatic	118	OpenX	133	A9	143	A9	129	Index Exchange	133
Yahoo for Publishers	113	PubMatic	134	ONE by AOL	116	Index Exchange	121	ONE by AOL	121	PubMatic	129	Rubicon Project	126
A9	111	Rubicon Project	116	Index Exchange	116	ONE by AOL	115	Index Exchange	115	Rubicon Project	125	Yahoo for Publishers	113
Rubicon Project	106	MoPub	114	Telaria	112	Yahoo for Publishers	111	OpenX	112	DoubleClick Ad Exchange	121	ONE by AOL	104
OpenX	106	Yahoo for Publishers	102	OpenX	112	Rubicon Project	103	Yahoo for Publishers	112	ONE by AOL	121	PubMatic	100
MoPub	99	ONE by AOL	100	Yahoo for Publishers	105	DoubleClick Ad Exchange	101	Rubicon Project	98	AppNexus Publisher SSP	92	OpenX	95
ONE by AOL	98	AppNexus Publisher SSP	89	Rubicon Project	97	MoPub	91	PubMatic	97	Index Exchange	89	AppNexus Publisher SSP	94
DoubleClick Ad Exchange	97	Telaria	89	A9	90	A9	89	DoubleClick Ad Exchange	89	Yahoo for Publishers	85	A9	94
Index Exchange	97	A9	81	DoubleClick Ad Exchange	82	AppNexus Publisher SSP	84	Telaria	79	MoPub	73	Telaria	89
Telaria	93	DoubleClick Ad Exchange	79	AppNexus Publisher SSP	79	PubMatic	82	AppNexus Publisher SSP	67	Telaria	72	MoPub	83
AppNexus Publisher SSP	62	OpenX	51	MoPub	72	Telaria	69	MoPub	67	OpenX	63	DoubleClick Ad Exchange	69

Q: How would you rate this Supply-Side Platform (SSP) on the following business and market criteria?
Base: Considering Supply Side Platforms (Variable Base)

Advertiser Perceptions 59

GOOG-AT-MDL-B-004577226

Business and market criteria: effective and engaging formats

Percent Rating Media Brands 9-10 on a 10-Point Scale *(Sorted by 10 Ratings)*
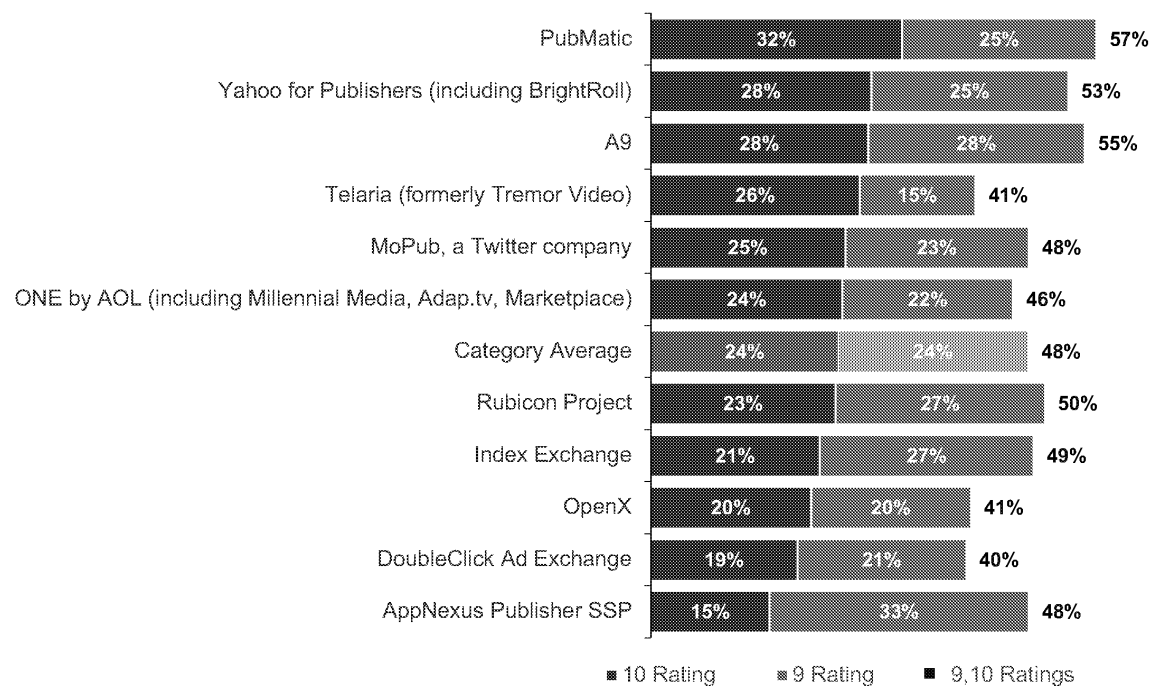
Brand	10 Rating	9 Rating	9,10 Ratings
PubMatic	32%	25%	57%
Yahoo for Publishers (including BrightRoll)	28%	25%	53%
A9	28%	28%	55%
Telaria (formerly Tremor Video)	26%	15%	41%
MoPub, a Twitter company	25%	23%	48%
ONE by AOL (including Millennial Media, Adap.tv, Marketplace)	24%	22%	46%
Category Average	24%	24%	48%
Rubicon Project	23%	27%	50%
Index Exchange	21%	27%	49%
OpenX	20%	20%	41%
DoubleClick Ad Exchange	19%	21%	40%
AppNexus Publisher SSP	15%	33%	48%

■ 10 Rating   ■ 9 Rating   ■ 9,10 Ratings

Q: How would you rate this Supply-Side Platform (SSP) on the following business and market criteria? (1 to 3 = Not Very Impressed with Brand; 4 to 7 = Moderately Impressed with Brand; 8 to 10 = Highly Impressed with Brand)
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)

Advertiser Perceptions 60

GOOG-AT-MDL-B-004577227

Business and market criteria: allowing for sub-syndication

Percent Rating Media Brands 9-10 on a 10-Point Scale *(Sorted by 10 Ratings)*
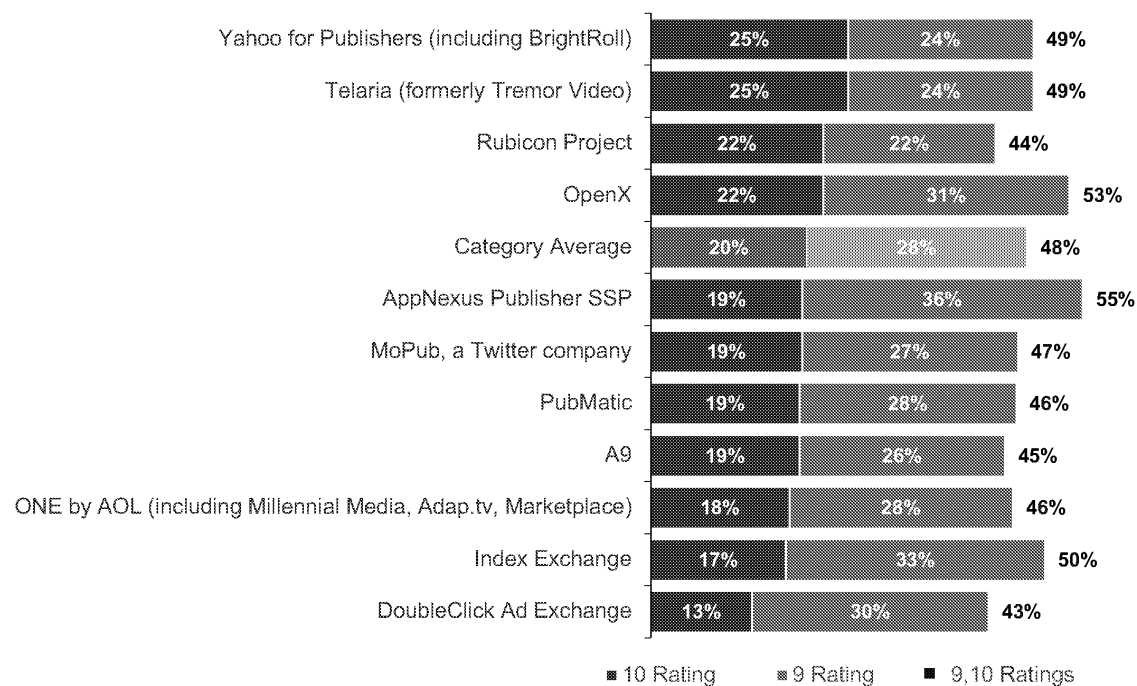
Media Brand	10 Rating	9 Rating	9,10 Ratings
Yahoo for Publishers (including BrightRoll)	25%	24%	49%
Telaria (formerly Tremor Video)	25%	24%	49%
Rubicon Project	22%	22%	44%
OpenX	22%	31%	53%
Category Average	20%	28%	48%
AppNexus Publisher SSP	19%	36%	55%
MoPub, a Twitter company	19%	27%	47%
PubMatic	19%	28%	46%
A9	19%	26%	45%
ONE by AOL (including Millennial Media, Adap.tv, Marketplace)	18%	28%	46%
Index Exchange	17%	33%	50%
DoubleClick Ad Exchange	13%	30%	43%

■ 10 Rating   ■ 9 Rating   ■ 9,10 Ratings

Q: How would you rate this Supply-Side Platform (SSP) on the following <u>business and market</u> criteria? (1 to 3 = Not Very Impressed with Brand; 4 to 7 = Moderately Impressed with Brand; 8 to 10 = Highly Impressed with Brand)
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)

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GOOG-AT-MDL-B-004577228

Business and market criteria: clear and compelling technology roadmap

Percent Rating Media Brands 9-10 on a 10-Point Scale *(Sorted by 10 Ratings)*
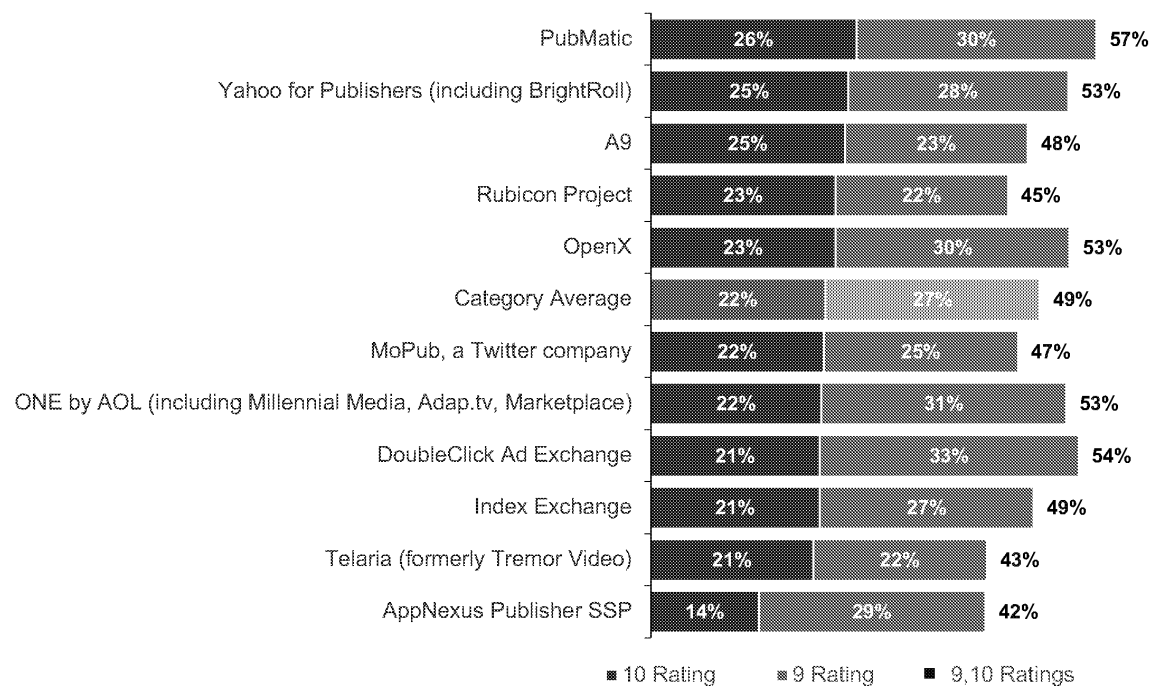
Brand	10 Rating	9 Rating	9,10 Ratings
PubMatic	26%	30%	57%
Yahoo for Publishers (including BrightRoll)	25%	28%	53%
A9	25%	23%	48%
Rubicon Project	23%	22%	45%
OpenX	23%	30%	53%
Category Average	22%	27%	49%
MoPub, a Twitter company	22%	25%	47%
ONE by AOL (including Millennial Media, Adap.tv, Marketplace)	22%	31%	53%
DoubleClick Ad Exchange	21%	33%	54%
Index Exchange	21%	27%	49%
Telaria (formerly Tremor Video)	21%	22%	43%
AppNexus Publisher SSP	14%	29%	42%

■ 10 Rating   ■ 9 Rating   ■ 9,10 Ratings

Q: How would you rate this Supply-Side Platform (SSP) on the following business and market criteria? (1 to 3 = Not Very Impressed with Brand; 4 to 7 = Moderately Impressed with Brand; 8 to 10 = Highly Impressed with Brand)
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)

Advertiser Perceptions 62

GOOG-AT-MDL-B-004577229

Business and market criteria: open exchange capabilities

Percent Rating Media Brands 9-10 on a 10-Point Scale *(Sorted by 10 Ratings)*
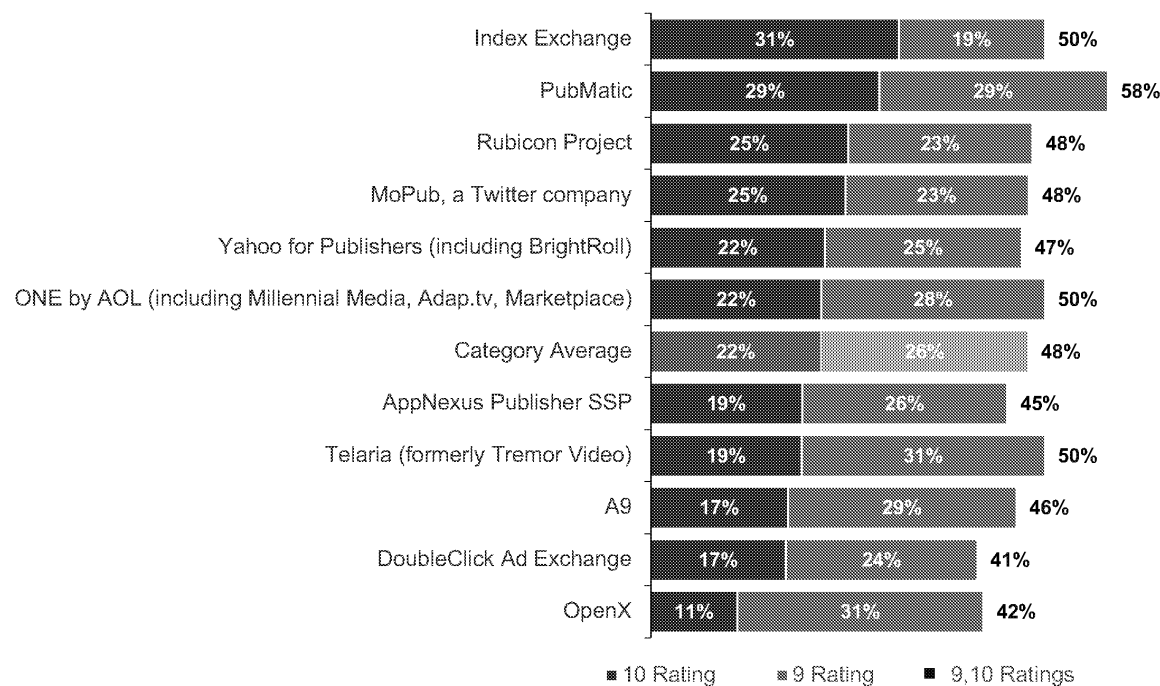
Brand	10 Rating	9 Rating	9,10 Ratings
Index Exchange	31%	19%	50%
PubMatic	29%	29%	58%
Rubicon Project	25%	23%	48%
MoPub, a Twitter company	25%	23%	48%
Yahoo for Publishers (including BrightRoll)	22%	25%	47%
ONE by AOL (including Millennial Media, Adap.tv, Marketplace)	22%	28%	50%
Category Average	22%	26%	48%
AppNexus Publisher SSP	19%	26%	45%
Telaria (formerly Tremor Video)	19%	31%	50%
A9	17%	29%	46%
DoubleClick Ad Exchange	17%	24%	41%
OpenX	11%	31%	42%

■ 10 Rating   ■ 9 Rating   ■ 9,10 Ratings

Q: How would you rate this Supply-Side Platform (SSP) on the following business and market criteria? (1 to 3 = Not Very Impressed with Brand; 4 to 7 = Moderately Impressed with Brand; 8 to 10 = Highly Impressed with Brand)
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)

Advertiser Perceptions 63

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GOOG-AT-MDL-B-004577230

Business and market criteria: fee transparency

Percent Rating Media Brands 9-10 on a 10-Point Scale *(Sorted by 10 Ratings)*
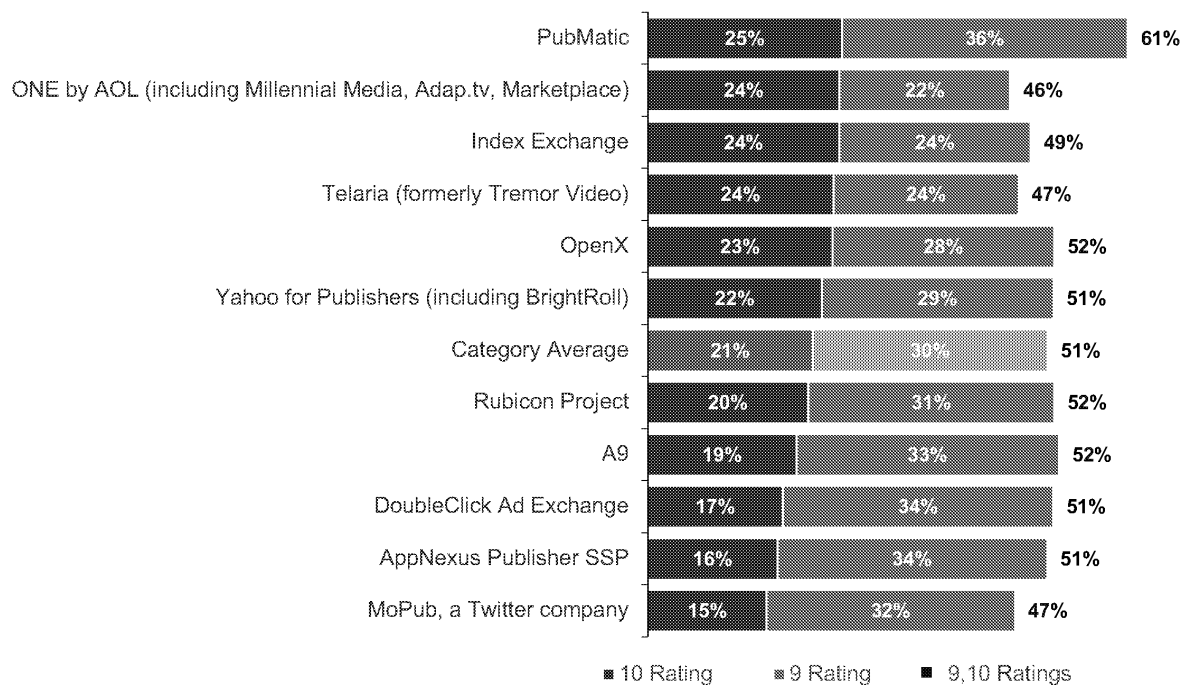
Media Brand	10 Rating	9 Rating	9,10 Ratings
PubMatic	25%	36%	61%
ONE by AOL (including Millennial Media, Adap.tv, Marketplace)	24%	22%	46%
Index Exchange	24%	24%	49%
Telaria (formerly Tremor Video)	24%	24%	47%
OpenX	23%	28%	52%
Yahoo for Publishers (including BrightRoll)	22%	29%	51%
Category Average	21%	30%	51%
Rubicon Project	20%	31%	52%
A9	19%	33%	52%
DoubleClick Ad Exchange	17%	34%	51%
AppNexus Publisher SSP	16%	34%	51%
MoPub, a Twitter company	15%	32%	47%

■ 10 Rating   ■ 9 Rating   ■ 9,10 Ratings

Q: How would you rate this Supply-Side Platform (SSP) on the following <u>business and market</u> criteria? (1 to 3 = Not Very Impressed with Brand; 4 to 7 = Moderately Impressed with Brand; 8 to 10 = Highly Impressed with Brand)
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)

Advertiser Perceptions 64

GOOG-AT-MDL-B-004577231

Business and market criteria: positive momentum for brand in the market

Percent Rating Media Brands 9-10 on a 10-Point Scale *(Sorted by 10 Ratings)*
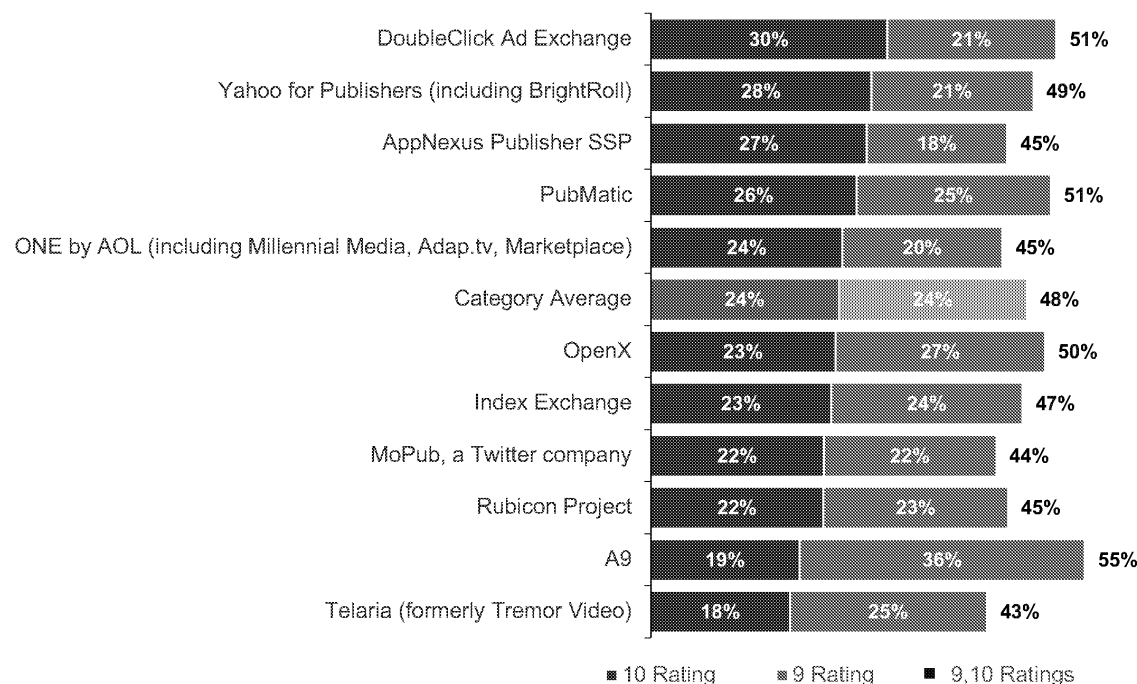
Media Brand	10 Rating	9 Rating	9,10 Ratings
DoubleClick Ad Exchange	30%	21%	51%
Yahoo for Publishers (including BrightRoll)	28%	21%	49%
AppNexus Publisher SSP	27%	18%	45%
PubMatic	26%	25%	51%
ONE by AOL (including Millennial Media, Adap.tv, Marketplace)	24%	20%	45%
Category Average	24%	24%	48%
OpenX	23%	27%	50%
Index Exchange	23%	24%	47%
MoPub, a Twitter company	22%	22%	44%
Rubicon Project	22%	23%	45%
A9	19%	36%	55%
Telaria (formerly Tremor Video)	18%	25%	43%

■ 10 Rating   ■ 9 Rating   ■ 9,10 Ratings

Q: How would you rate this Supply-Side Platform (SSP) on the following business and market criteria? (1 to 3 = Not Very Impressed with Brand; 4 to 7 = Moderately Impressed with Brand; 8 to 10 = Highly Impressed with Brand)
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)

Advertiser Perceptions 65

Brand ratings: technology criteria

Index of Percent Rating SSPs 10 on a 10-Point Scale

Easy to sell and book via platform		Appropriate brand safety controls		Ability to deliver native, video and mobile formats that integrate with our site's look and feel		Visibility into accurate, available inventory		Viewability of ads		Supported inventory formats		Data available in the platform		Resources/tools for overseeing ad quality	
A9	131	Rubicon Project	128	Rubicon Project	142	PubMatic	141	ONE by AOL	119	PubMatic	129	A9	120	Yahoo for Publishers	117
Yahoo for Publishers	127	PubMatic	126	PubMatic	111	Rubicon Project	138	PubMatic	109	Rubicon Project	125	PubMatic	114	A9	110
PubMatic	112	ONE by AOL	111	A9	111	Yahoo for Publishers	110	DoubleClick Ad Exchange	107	ONE by AOL	120	OpenX	109	PubMatic	110
Telaria	108	Telaria	105	OpenX	105	DoubleClick Ad Exchange	101	Telaria	104	A9	116	AppNexus Publisher SSP	107	Index Exchange	108
DoubleClick Ad Exchange	104	MoPub	105	ONE by AOL	104	AppNexus Publisher SSP	97	Rubicon Project	103	Yahoo for Publishers	111	Telaria	102	Rubicon Project	105
ONE by AOL	99	DoubleClick Ad Exchange	102	Index Exchange	96	A9	96	AppNexus Publisher SSP	103	Index Exchange	102	ONE by AOL	100	Telaria	99
Index Exchange	98	AppNexus Publisher SSP	91	DoubleClick Ad Exchange	96	OpenX	90	Index Exchange	101	MoPub	91	Yahoo for Publishers	96	MoPub	98
OpenX	87	A9	89	Yahoo for Publishers	92	Index Exchange	88	A9	96	DoubleClick Ad Exchange	89	Index Exchange	93	ONE by AOL	97
Rubicon Project	81	Index Exchange	88	Telaria	92	Telaria	84	Yahoo for Publishers	91	OpenX	77	Rubicon Project	88	OpenX	92
AppNexus Publisher SSP	77	OpenX	80	AppNexus Publisher SSP	79	MoPub	79	MoPub	85	Telaria	72	DoubleClick Ad Exchange	87	AppNexus Publisher SSP	86
MoPub	77	Yahoo for Publishers	75	MoPub	72	ONE by AOL	77	OpenX	83	AppNexus Publisher SSP	67	MoPub	83	DoubleClick Ad Exchange	78

Q: How would you rate this Supply-Side Platform (SSP) on the following technology criteria?
Base: Considering Supply Side Platforms (Variable Base)

Advertiser Perceptions 66

GOOG-AT-MDL-B-004577233

Technology criteria: third-party integrations

Percent Rating Media Brands 9-10 on a 10-Point Scale *(Sorted by 10 Ratings)*

Media Brand	10 Rating	9 Rating	9,10 Ratings
PubMatic	25%	28%	52%
ONE by AOL (including Millennial Media, Adap.tv, Marketplace)	24%	22%	46%
DoubleClick Ad Exchange	24%	23%	47%
Yahoo for Publishers (including BrightRoll)	22%	22%	44%
A9	22%	30%	52%
Category Average	21%	25%	46%
Rubicon Project	20%	22%	42%
Index Exchange	20%	27%	47%
MoPub, a Twitter company	19%	25%	44%
AppNexus Publisher SSP	18%	26%	44%
Telaria (formerly Tremor Video)	18%	22%	40%
OpenX	16%	33%	48%

■ 10 Rating   ■ 9 Rating   ■ 9,10 Ratings

Q: How would you rate this Supply-Side Platform (SSP) on the following technology criteria? (1 to 3 = Not Very Impressed with Brand; 4 to 7 = Moderately Impressed with Brand; 8 to 10 = Highly Impressed with Brand)
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)

Advertiser Perceptions 67

GOOG-AT-MDL-B-004577234

Technology criteria: auditing tools for control over ad placement

Percent Rating Media Brands 9-10 on a 10-Point Scale *(Sorted by 10 Ratings)*

Brand	10 Rating	9 Rating	9,10 Ratings
OpenX	28%	28%	56%
Index Exchange	27%	27%	54%
A9	25%	30%	55%
ONE by AOL (including Millennial Media, Adap.tv, Marketplace)	23%	28%	51%
PubMatic	22%	30%	52%
DoubleClick Ad Exchange	21%	31%	53%
Category Average	21%	29%	51%
Yahoo for Publishers (including BrightRoll)	21%	28%	49%
Rubicon Project	19%	28%	47%
Telaria (formerly Tremor Video)	18%	28%	46%
AppNexus Publisher SSP	16%	38%	55%
MoPub, a Twitter company	15%	26%	41%

■ 10 Rating   ■ 9 Rating   ■ 9,10 Ratings

Q: How would you rate this Supply-Side Platform (SSP) on the following technology criteria? (1 to 3 = Not Very Impressed with Brand; 4 to 7 = Moderately Impressed with Brand; 8 to 10 = Highly Impressed with Brand)
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)

Advertiser Perceptions 68

GOOG-AT-MDL-B-004577235

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Technology criteria: bad ads protection

Percent Rating Media Brands 9-10 on a 10-Point Scale *(Sorted by 10 Ratings)*

Media Brand	10 Rating	9 Rating	9,10 Ratings
ONE by AOL (including Millennial Media, Adap.tv, Marketplace)	27%	26%	53%
A9	26%	25%	51%
Rubicon Project	25%	25%	50%
OpenX	25%	20%	45%
Yahoo for Publishers (including BrightRoll)	24%	21%	44%
PubMatic	23%	29%	52%
AppNexus Publisher SSP	22%	23%	45%
Category Average	22%	26%	47%
Index Exchange	21%	24%	46%
Telaria (formerly Tremor Video)	19%	25%	44%
DoubleClick Ad Exchange	14%	33%	47%
MoPub, a Twitter company	12%	32%	44%

■ 10 Rating   ■ 9 Rating   ■ 9,10 Ratings

Q: How would you rate this Supply-Side Platform (SSP) on the following technology criteria? (1 to 3 = Not Very Impressed with Brand; 4 to 7 = Moderately Impressed with Brand; 8 to 10 = Highly Impressed with Brand)
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)

Advertiser Perceptions 69

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Brand ratings: measurement and analytics criteria

Index of Percent Rating SSPs 10 on a 10-Point Scale

ROI measurement/optimization across devices	
Rubicon Project	146
ONE by AOL	145
Yahoo for Publishers	118
MoPub	98
PubMatic	97
Index Exchange	96
DoubleClick Ad Exchange	96
A9	90
Telaria	79
AppNexus Publisher SSP	73
OpenX	63

Q: How would you rate this Supply-Side Platform (SSP) on the following measurement and analytics criteria?
Base: Considering Supply Side Platforms (Variable Base)

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Measurement and analytics criteria: measure creative performance across devices

Percent Rating Media Brands 9-10 on a 10-Point Scale *(Sorted by 10 Ratings)*

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Brand	10 Rating	9 Rating	9,10 Ratings
PubMatic	32%	22%	54%
Rubicon Project	25%	33%	58%
A9	25%	26%	51%
ONE by AOL (including Millennial Media, Adap.tv, Marketplace)	24%	24%	49%
Index Exchange	23%	29%	51%
Telaria (formerly Tremor Video)	22%	22%	44%
OpenX	22%	25%	47%
Category Average	22%	27%	49%
Yahoo for Publishers (including BrightRoll)	21%	32%	53%
MoPub, a Twitter company	21%	22%	42%
DoubleClick Ad Exchange	14%	29%	43%
AppNexus Publisher SSP	12%	32%	44%

■ 10 Rating ■ 9 Rating ■ 9,10 Ratings

Q: How would you rate this Supply-Side Platform (SSP) on the following measurement and analytics criteria? (1 to 3 = Not Very Impressed with Brand; 4 to 7 = Moderately Impressed with Brand; 8 to 10 = Highly Impressed with Brand)
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)

Supply Side Platforms

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Measurement and analytics criteria: availability of reporting

Percent Rating Media Brands 9-10 on a 10-Point Scale *(Sorted by 10 Ratings)*

Media Brand	10 Rating	9 Rating	9,10 Ratings
Telaria (formerly Tremor Video)	29%	13%	43%
PubMatic	25%	32%	57%
Yahoo for Publishers (including BrightRoll)	24%	29%	53%
OpenX	23%	20%	44%
A9	22%	30%	52%
Category Average	21%	29%	50%
ONE by AOL (including Millennial Media, Adap.tv, Marketplace)	20%	27%	47%
DoubleClick Ad Exchange	20%	33%	53%
Rubicon Project	19%	31%	50%
Index Exchange	19%	37%	56%
MoPub, a Twitter company	16%	33%	49%
AppNexus Publisher SSP	15%	33%	48%

■ 10 Rating   ■ 9 Rating   ■ 9,10 Ratings

Q: How would you rate this Supply-Side Platform (SSP) on the following <u>measurement and analytics</u> criteria? (1 to 3 = Not Very Impressed with Brand; 4 to 7 = Moderately Impressed with Brand; 8 to 10 = Highly Impressed with Brand)
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)

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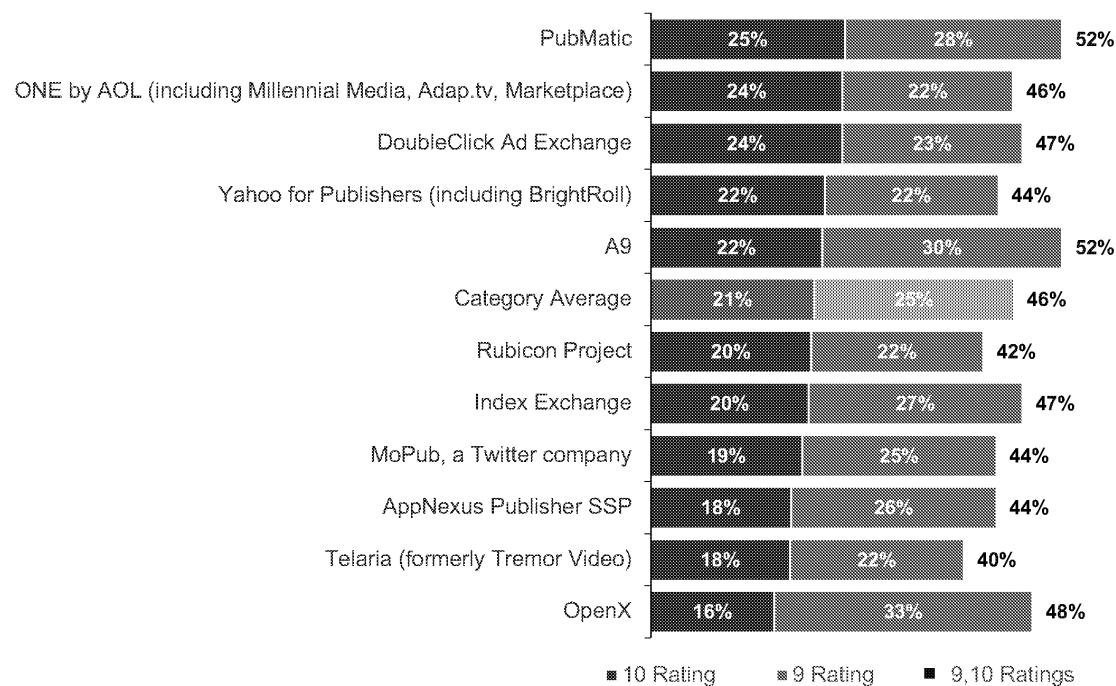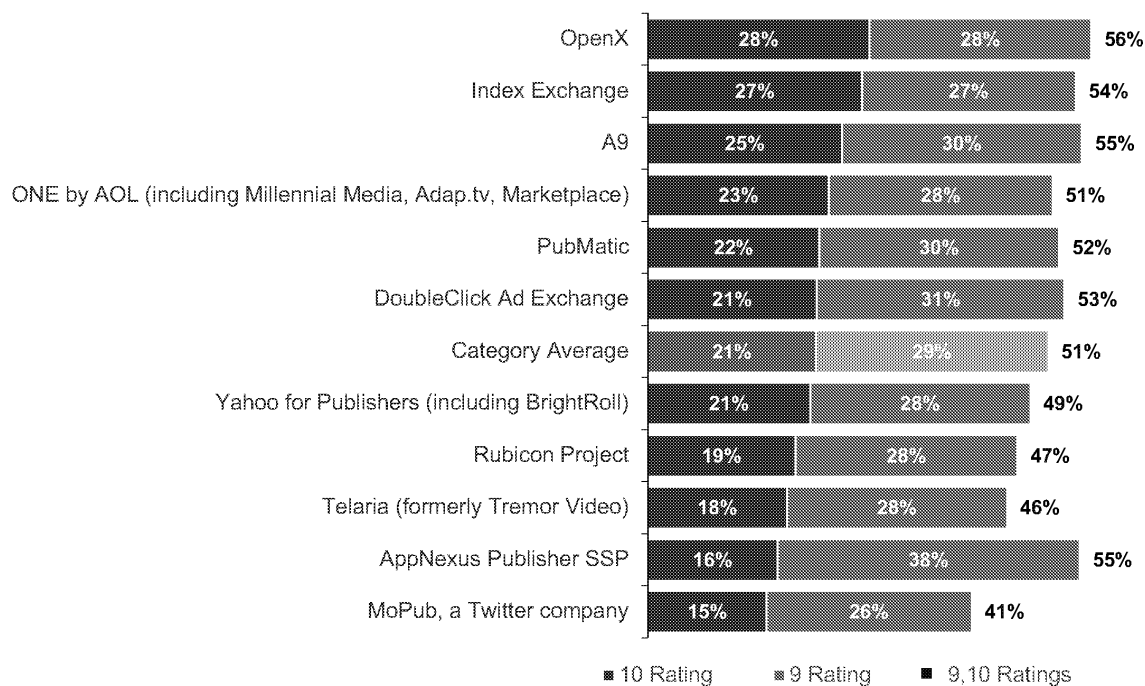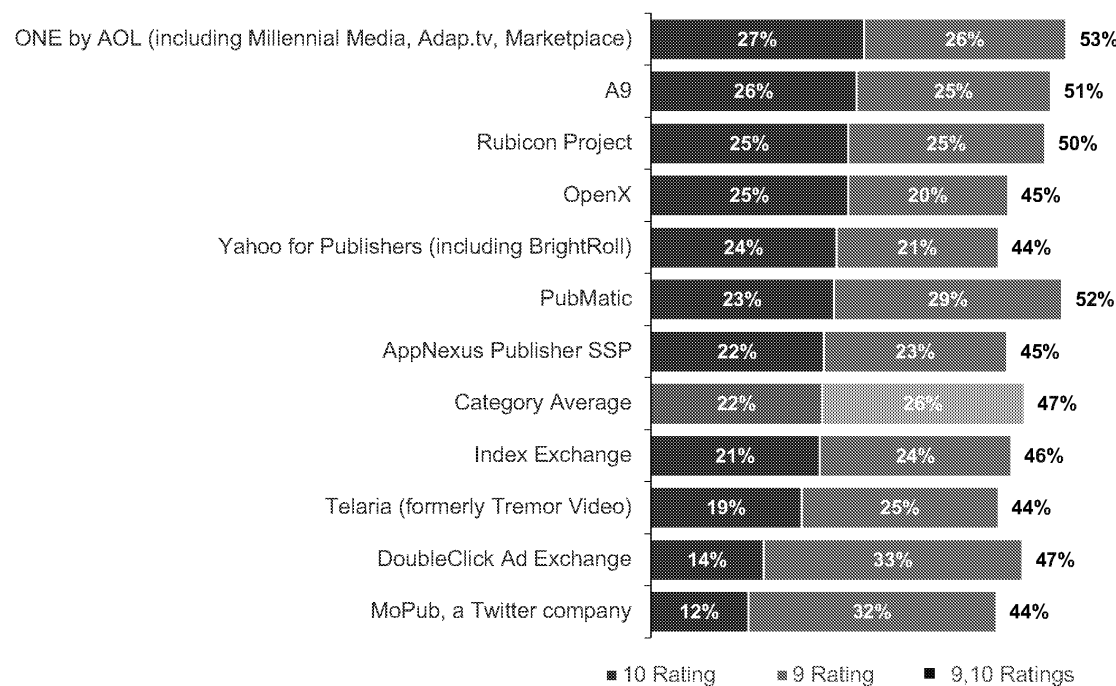Supply Side Platforms

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Measurement and analytics criteria: analytics providing key metric performance

Percent Rating Media Brands 9-10 on a 10-Point Scale *(Sorted by 10 Ratings)*
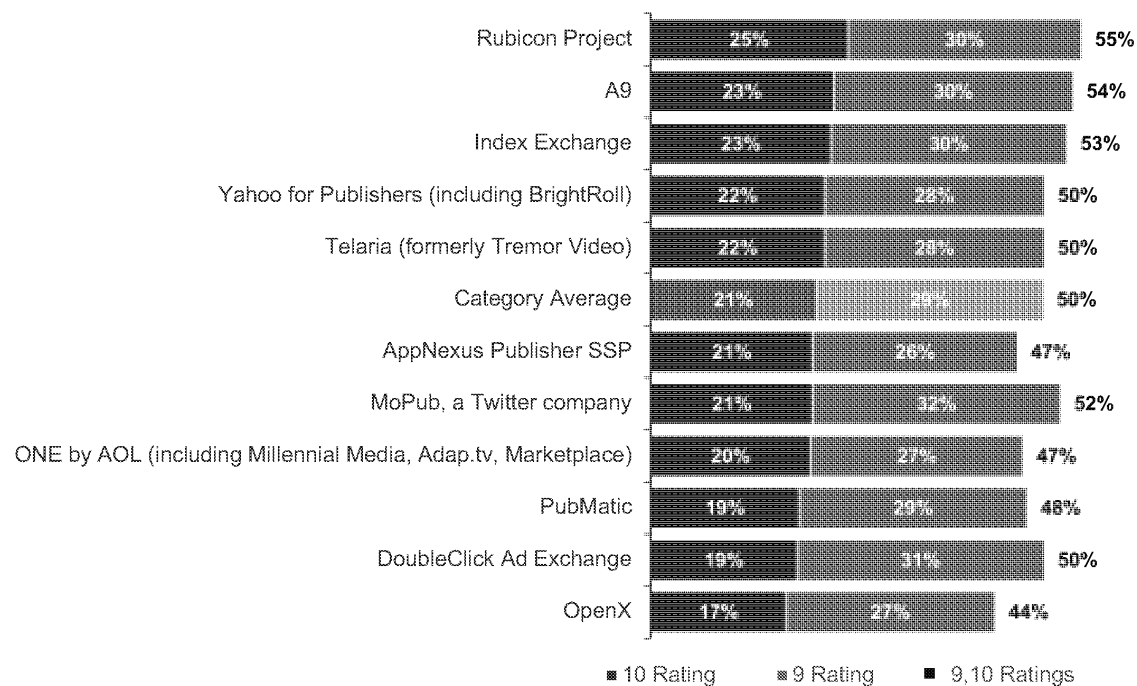
Brand	10 Rating	9 Rating	9,10 Ratings
Rubicon Project	25%	30%	55%
A9	23%	30%	54%
Index Exchange	23%	30%	53%
Yahoo for Publishers (including BrightRoll)	22%	28%	50%
Telaria (formerly Tremor Video)	22%	28%	50%
Category Average	21%		50%
AppNexus Publisher SSP	21%	26%	47%
MoPub, a Twitter company	21%	32%	52%
ONE by AOL (including Millennial Media, Adap.tv, Marketplace)	20%	27%	47%
PubMatic	19%	29%	48%
DoubleClick Ad Exchange	19%	31%	50%
OpenX	17%	27%	44%

■ 10 Rating   ■ 9 Rating   ■ 9,10 Ratings

Q: How would you rate this Supply-Side Platform (SSP) on the following <u>measurement and analytics</u> criteria? (1 to 3 = Not Very Impressed with Brand; 4 to 7 = Moderately Impressed with Brand; 8 to 10 = Highly Impressed with Brand)
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)

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Brand ratings: service and support criteria

Index of Percent Rating SSPs 10 on a 10-Point Scale

Effective tech support		Make it easy for us to find the solutions or answers we need	
Telaria	135	Rubicon Project	143
Yahoo for Publishers	128	Index Exchange	125
A9	126	Telaria	122
PubMatic	119	A9	120
Index Exchange	110	AppNexus Publisher SSP	102
ONE by AOL	97	DoubleClick Ad Exchange	94
Rubicon Project	88	ONE by AOL	89
MoPub	84	MoPub	78
AppNexus Publisher SSP	77	Yahoo for Publishers	77
DoubleClick Ad Exchange	73	PubMatic	76
OpenX	64	OpenX	75

Q: How would you rate this Supply-Side Platform (SSP) on the following service and support criteria?
Base: Considering Supply Side Platforms (Variable Base)

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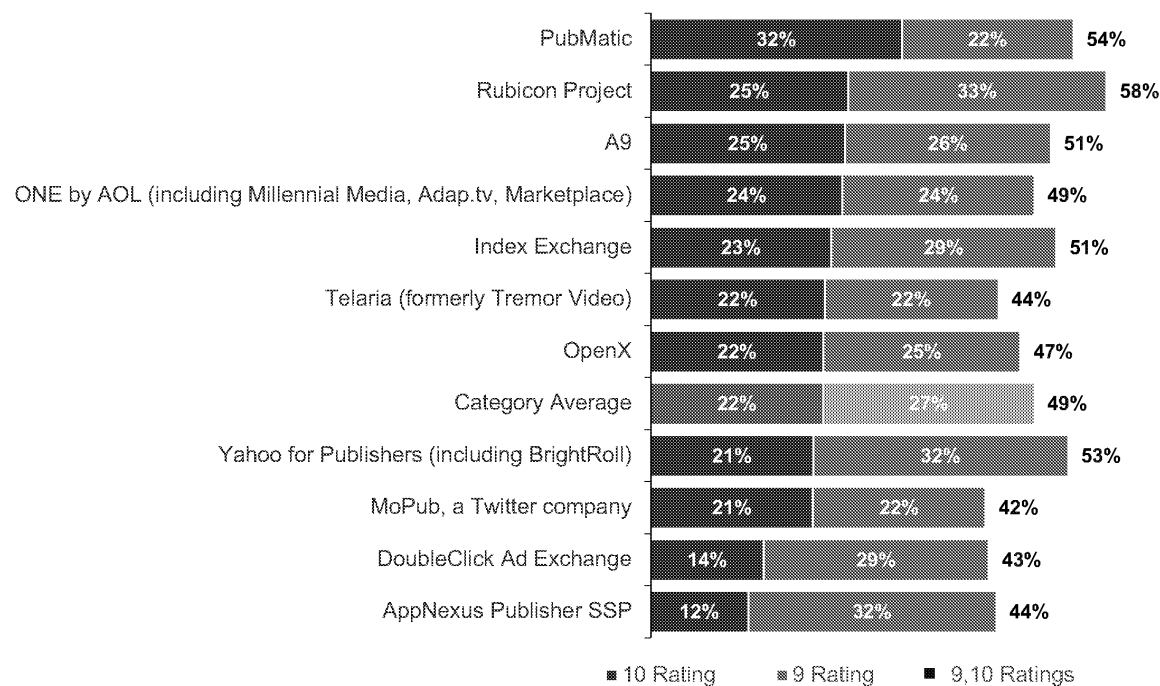Marketplace Overview

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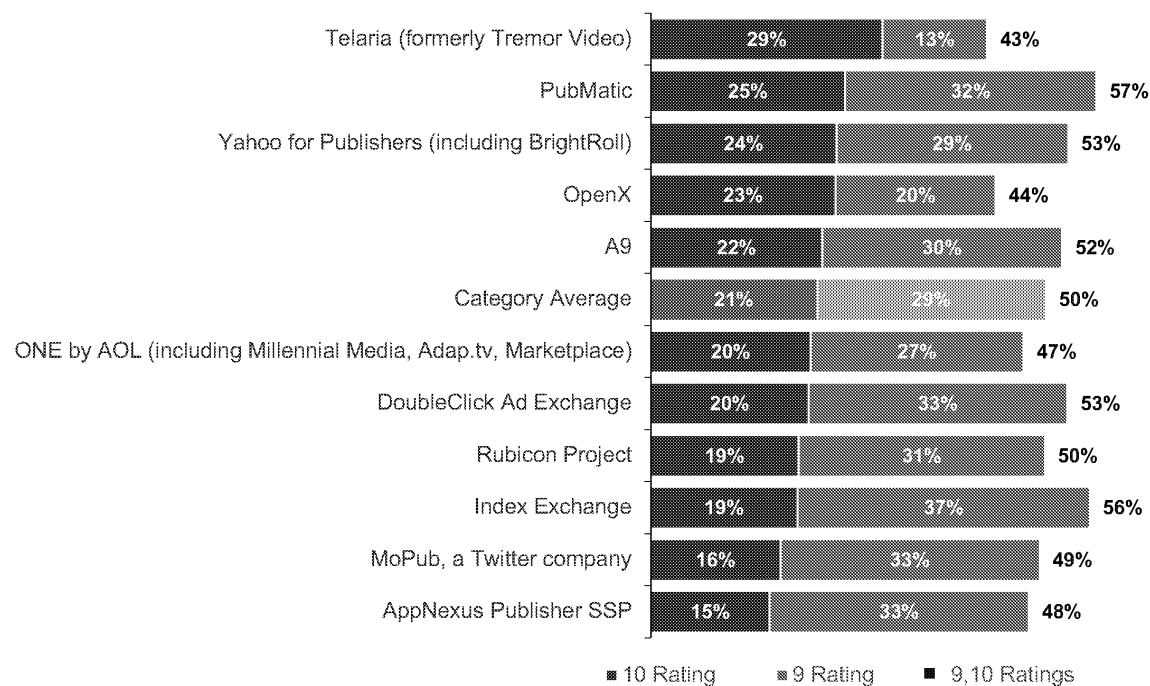Supply Side Platforms

Service and support criteria: proactively share ideas and expertise for success

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Percent Rating Media Brands 9-10 on a 10-Point Scale *(Sorted by 10 Ratings)*

Media Brand	10 Rating	9 Rating	9,10 Ratings
A9	30%	25%	55%
Index Exchange	29%	23%	51%
Rubicon Project	27%	33%	59%
Yahoo for Publishers (including BrightRoll)	26%	26%	53%
Telaria (formerly Tremor Video)	25%	22%	47%
PubMatic	25%	25%	49%
Category Average	24%	28%	52%
ONE by AOL (including Millennial Media, Adap.tv, Marketplace)	23%	31%	54%
DoubleClick Ad Exchange	21%	26%	47%
OpenX	20%	30%	50%
AppNexus Publisher SSP	19%	34%	53%
MoPub, a Twitter company	18%	33%	51%

■ 10 Rating   ■ 9 Rating   ■ 9,10 Ratings

Q: How would you rate this Supply-Side Platform (SSP) on the following service and support criteria? (1 to 3 = Not Very Impressed with Brand; 4 to 7 = Moderately Impressed with Brand; 8 to 10 = Highly Impressed with Brand)
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)

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Service and support criteria: effective tech support

Percent Rating Media Brands 9-10 on a 10-Point Scale *(Sorted by 10 Ratings)*

Brand	10 Rating	9 Rating	9,10 Ratings
Telaria (formerly Tremor Video)	26%	25%	51%
Yahoo for Publishers (including BrightRoll)	25%	29%	54%
A9	25%	35%	59%
PubMatic	23%	29%	52%
Index Exchange	21%	33%	54%
Category Average	20%	32%	52%
ONE by AOL (including Millennial Media, Adap.tv, Marketplace)	19%	27%	46%
Rubicon Project	17%	41%	58%
MoPub, a Twitter company	16%	34%	51%
AppNexus Publisher SSP	15%	41%	56%
DoubleClick Ad Exchange	14%	31%	46%
OpenX	13%	30%	42%

■ 10 Rating   ■ 9 Rating   ■ 9,10 Ratings

Q: How would you rate this Supply-Side Platform (SSP) on the following service and support criteria? (1 to 3 = Not Very Impressed with Brand; 4 to 7 = Moderately Impressed with Brand; 8 to 10 = Highly Impressed with Brand)
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)

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Service and support criteria: make it easy for us to find solutions/answers we need

Percent Rating Media Brands 9-10 on a 10-Point Scale *(Sorted by 10 Ratings)*

	10 Rating	9 Rating	9,10 Ratings
Rubicon Project	33%	23%	56%
Index Exchange	29%	30%	59%
Telaria (formerly Tremor Video)	28%	26%	54%
A9	28%	26%	54%
AppNexus Publisher SSP	23%	22%	45%
Category Average	23%	29%	52%
DoubleClick Ad Exchange	21%	34%	56%
ONE by AOL (including Millennial Media, Adap.tv, Marketplace)	20%	28%	49%
MoPub, a Twitter company	18%	30%	48%
Yahoo for Publishers (including BrightRoll)	18%	34%	51%
PubMatic	17%	36%	54%
OpenX	17%	31%	48%

■ 10 Rating   ■ 9 Rating   ■ 9,10 Ratings

Q: How would you rate this Supply-Side Platform (SSP) on the following service and support criteria? (1 to 3 = Not Very Impressed with Brand; 4 to 7 = Moderately Impressed with Brand; 8 to 10 = Highly Impressed with Brand)
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)

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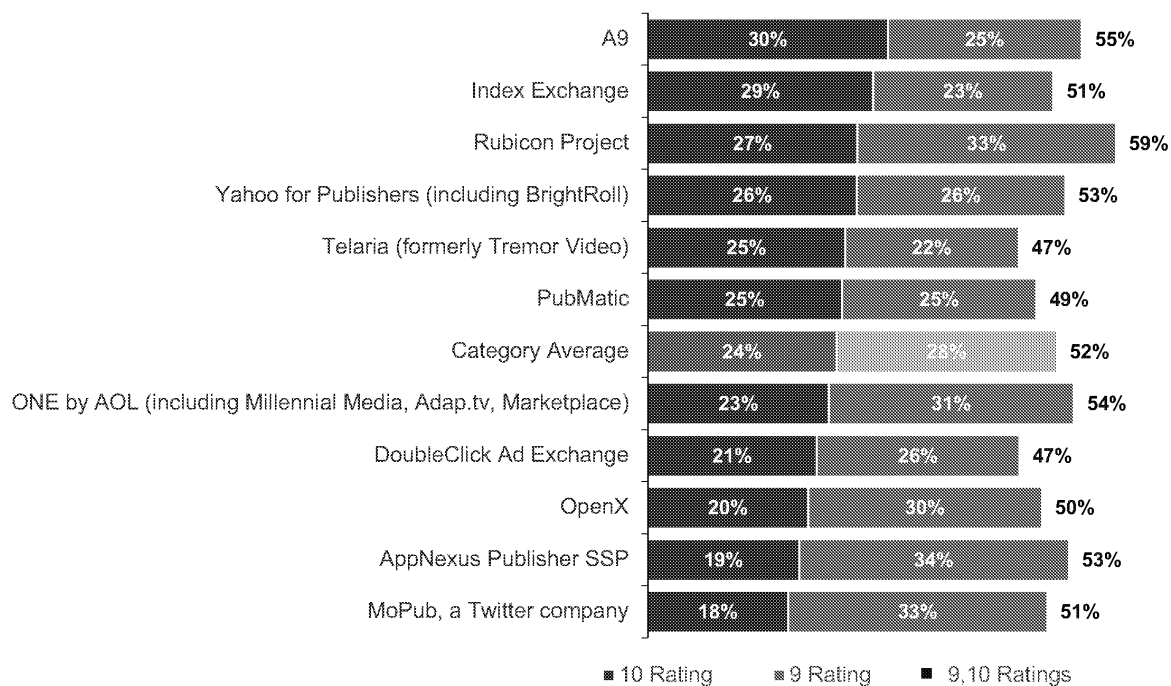Supply Side Platforms

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Brand ratings: sales relationship criteria

Index of Percent Rating SSPs 10 on a 10-Point Scale

Is easy to work with	
PubMatic	146
A9	118
ONE by AOL	115
DoubleClick Ad Exchange	111
Rubicon Project	103
Telaria	103
Index Exchange	94
AppNexus Publisher SSP	90
MoPub	74
Yahoo for Publishers	74
OpenX	73

Sales skills (listening, attentiveness, negotiating, etc.)	
Yahoo for Publishers	125
Rubicon Project	113
AppNexus Publisher SSP	105
PubMatic	105
Telaria	100
OpenX	100
ONE by AOL	98
DoubleClick Ad Exchange	97
Index Exchange	91
MoPub	87
A9	80

Demonstrates knowledge of publisher goals, needs	
PubMatic	137
Telaria	113
MoPub	111
Index Exchange	110
Rubicon Project	106
A9	98
ONE by AOL	91
AppNexus Publisher SSP	86
OpenX	85
DoubleClick Ad Exchange	84
Yahoo for Publishers	80

Q: How would you rate this Supply-Side Platform (SSP) on the following sales relationship criteria?
Base: Considering Supply Side Platforms (Variable Base)

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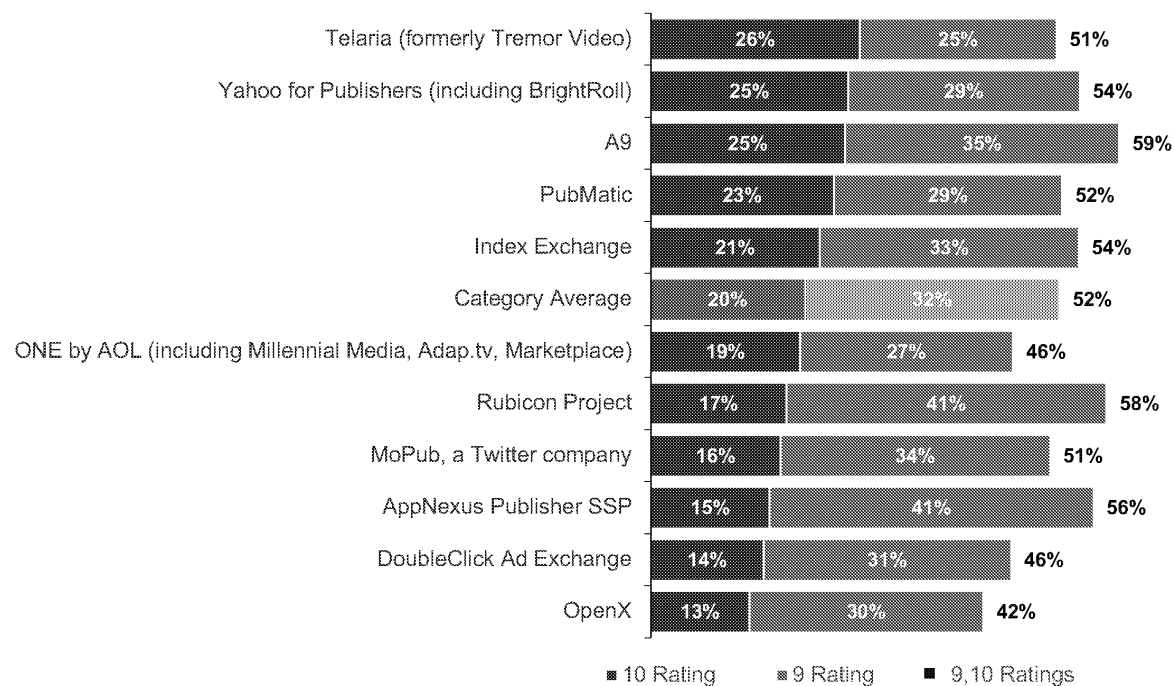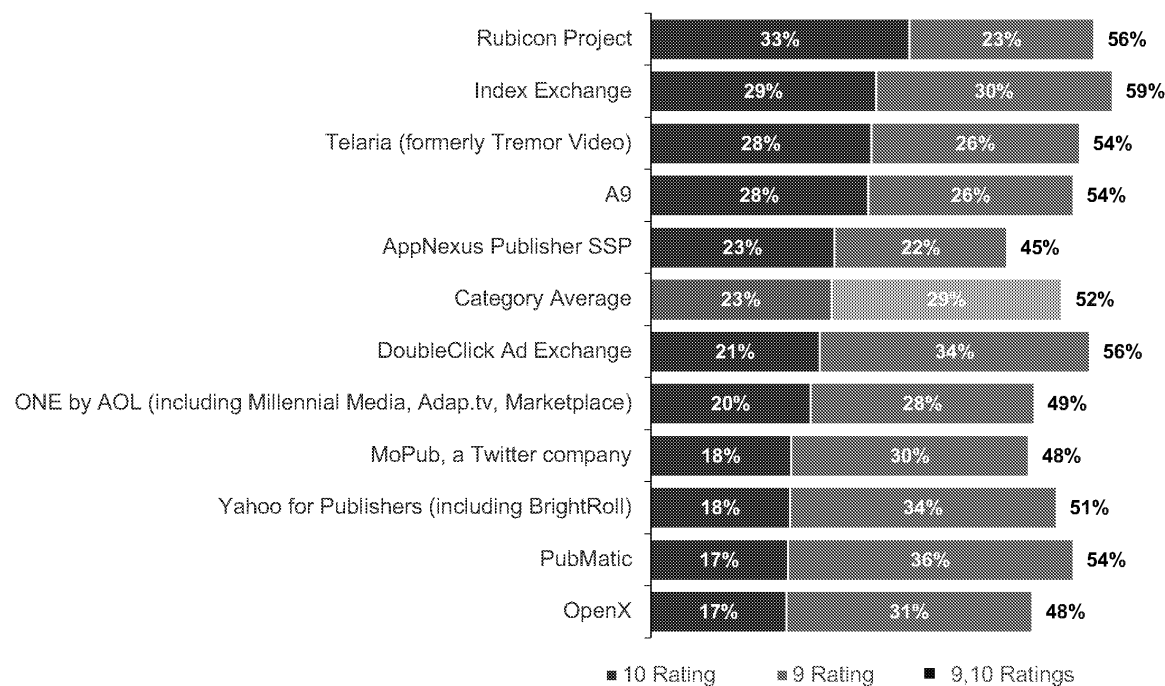Supply Side Platforms

Sales relationship criteria: technology expertise

Percent Rating Media Brands 9-10 on a 10-Point Scale *(Sorted by 10 Ratings)*

Media Brand	10 Rating	9 Rating	9,10 Ratings
PubMatic	32%	22%	54%
Yahoo for Publishers (including BrightRoll)	28%	29%	57%
Index Exchange	27%	27%	54%
ONE by AOL (including Millennial Media, Adap.tv, Marketplace)	26%	32%	58%
DoubleClick Ad Exchange	24%	21%	46%
Category Average	23%	29%	52%
AppNexus Publisher SSP	22%	29%	51%
MoPub, a Twitter company	21%	36%	56%
Telaria (formerly Tremor Video)	19%	31%	50%
A9	19%	33%	52%
Rubicon Project	19%	28%	47%
OpenX	16%	34%	50%

■ 10 Rating   ■ 9 Rating   ■ 9,10 Ratings

Q: How would you rate this Supply-Side Platform (SSP) on the following <u>sales relationship</u> criteria? (1 to 3 = Not Very Impressed with Brand; 4 to 7 = Moderately Impressed with Brand; 8 to 10 = Highly Impressed with Brand)
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)

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Sales relationship criteria: responsive to client needs

Percent Rating Media Brands 9-10 on a 10-Point Scale *(Sorted by 10 Ratings)*

	10 Rating	9 Rating	9,10 Ratings
ONE by AOL (including Millennial Media, Adap.tv, Marketplace)	27%	27%	54%
Rubicon Project	27%	30%	56%
PubMatic	26%	30%	57%
Telaria (formerly Tremor Video)	25%	22%	47%
A9	23%	23%	46%
Index Exchange	23%	30%	53%
Category Average	22%	28%	50%
MoPub, a Twitter company	21%	32%	52%
DoubleClick Ad Exchange	20%	21%	41%
AppNexus Publisher SSP	18%	33%	51%
OpenX	17%	27%	44%
Yahoo for Publishers (including BrightRoll)	16%	34%	50%

■ 10 Rating　■ 9 Rating　■ 9,10 Ratings

Q: How would you rate this Supply-Side Platform (SSP) on the following sales relationship criteria? (1 to 3 = Not Very Impressed with Brand; 4 to 7 = Moderately Impressed with Brand; 8 to 10 = Highly Impressed with Brand)
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)

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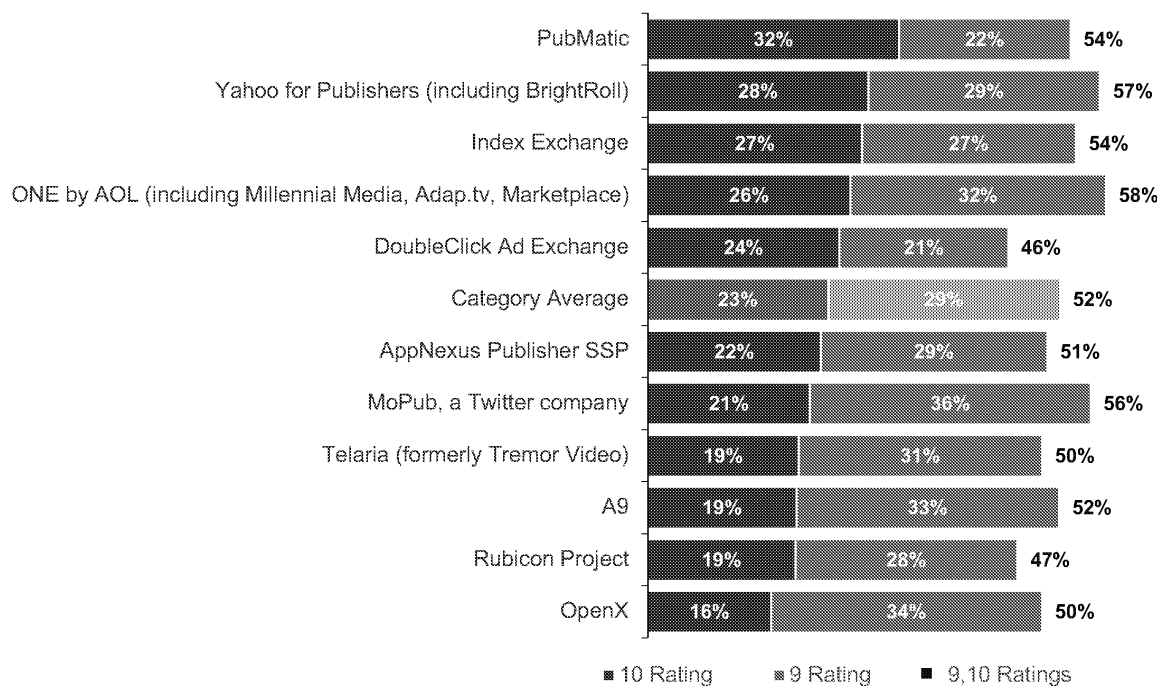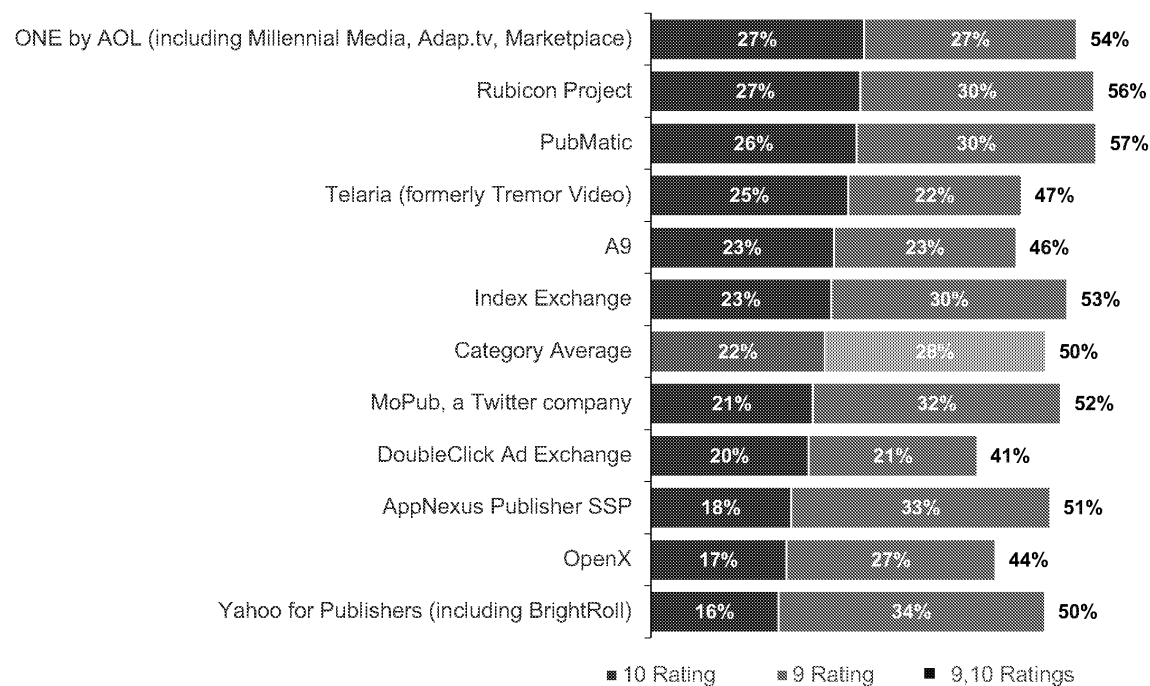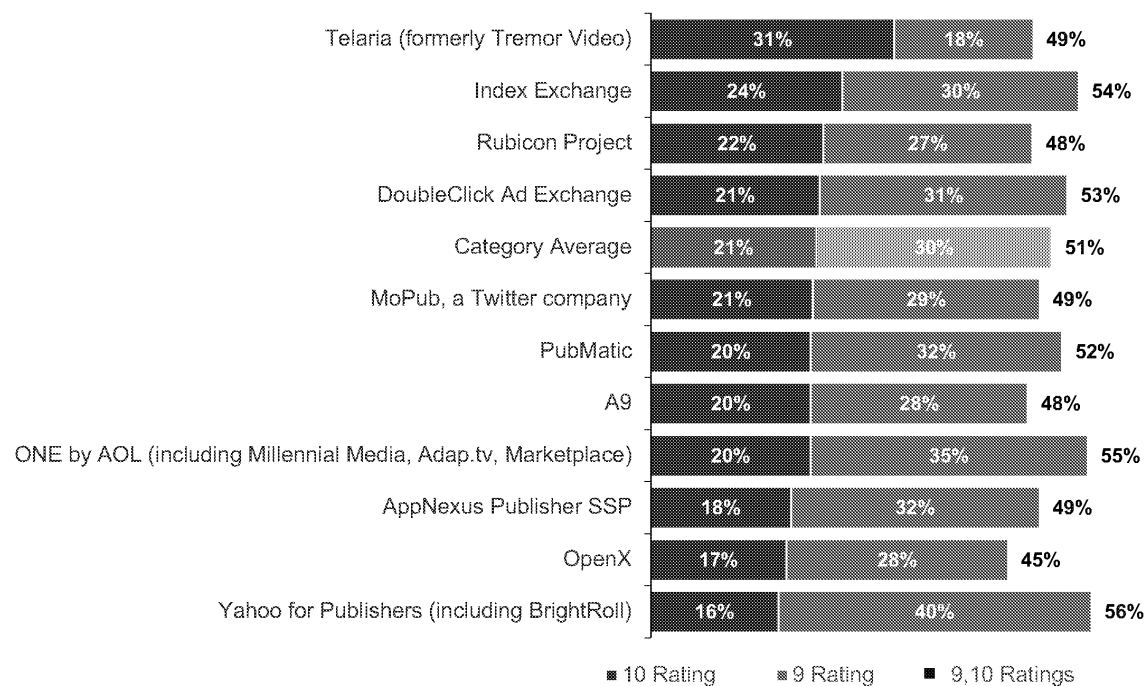Supply Side Platforms

GOOG-AT-MDL-B-004577247

Sales relationship criteria: understanding of client goals, needs

Percent Rating Media Brands 9-10 on a 10-Point Scale *(Sorted by 10 Ratings)*

Media Brand	10 Rating	9 Rating	9,10 Ratings
Telaria (formerly Tremor Video)	31%	18%	49%
Index Exchange	24%	30%	54%
Rubicon Project	22%	27%	48%
DoubleClick Ad Exchange	21%	31%	53%
Category Average	21%	30%	51%
MoPub, a Twitter company	21%	29%	49%
PubMatic	20%	32%	52%
A9	20%	28%	48%
ONE by AOL (including Millennial Media, Adap.tv, Marketplace)	20%	35%	55%
AppNexus Publisher SSP	18%	32%	49%
OpenX	17%	28%	45%
Yahoo for Publishers (including BrightRoll)	16%	40%	56%

■ 10 Rating   ■ 9 Rating   ■ 9,10 Ratings

Q: How would you rate this Supply-Side Platform (SSP) on the following sales relationship criteria? (1 to 3 = Not Very Impressed with Brand; 4 to 7 = Moderately Impressed with Brand; 8 to 10 = Highly Impressed with Brand)
Base: Considering Supply-Side Platform in the Coming Year (Variable Base)

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Type of site most involved in selling ad space

Category	Percentage
Business	18%
Apparel (men's or women's)	9%
Retail	8%
Finance	8%
Social	7%
Directory	6%
Movies/Mass Entertainment	5%
Beauty/toiletries (men's or women's)	5%
Food	5%
Health and/or fitness	5%
Print-associated/legacy	5%
Auto	4%
News	4%
Travel (airline, hotel, etc.)	4%
TV-associated	2%
Local	1%
Political	1%
Sports	1%
How-to/Informational	1%
Real estate	1%
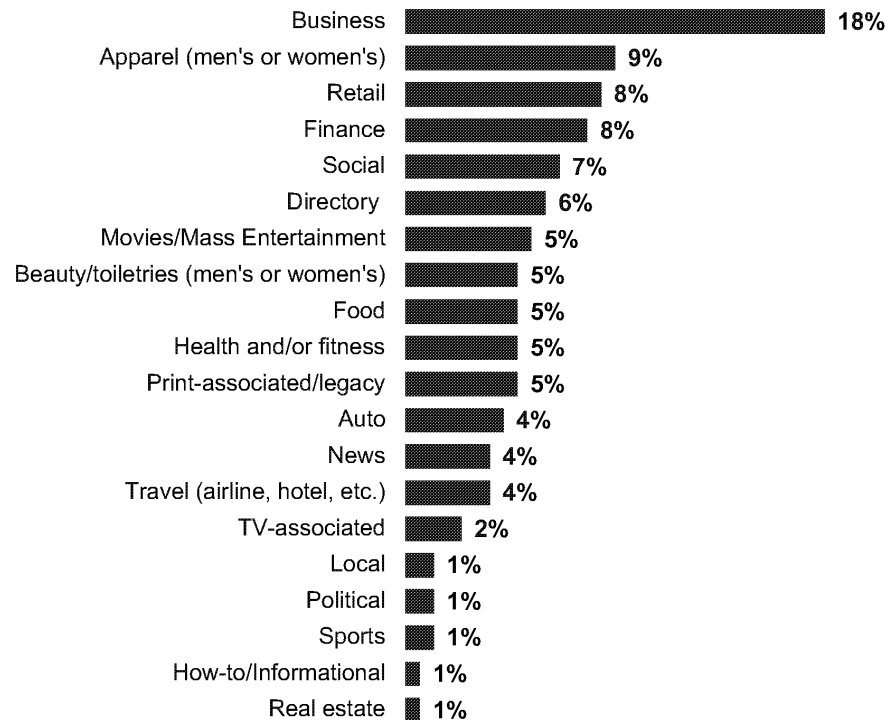
Q: Which type of site are you most involved in for selling ad space?
Base: Total Digital Publisher Respondents

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Job title

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Job title	Percentage
Executive (Net)	30%
CEO/Founder/Chairperson/Owner	19%
CFO	4%
COO	4%
CTO	4%
Marketing (Net)	42%
CMO	13%
EVP/SVP	9%
VP	8%
Director	7%
Manager	4%
Sales (Net)	19%
CRO/Head of Sales	7%
EVP/SVP	2%
VP	2%
Director	6%
Manager	2%
Operations (Net)	8%
EVP/SVP	1%
VP	2%
Director	4%
Manager	2%
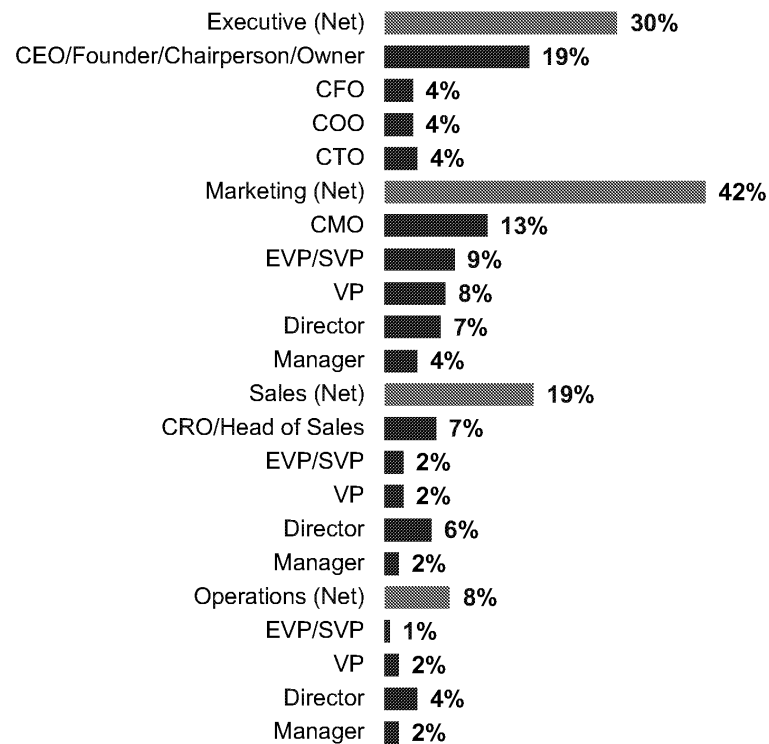
Q: What is your job title?
Base: Total Digital Publisher Respondents

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The Stronger Your Brand
The More You'll Sell™

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